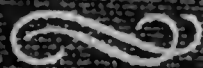


THE
PETALUMA
ARGUS



1915

DEVELOPMENT EDITION

The Petaluma Argus

PETALUMA, CALIFORNIA



PETALUMA'S NEW AND MODERN HIGH SCHOOL.

ONE EVENING one hundred of the representative citizens and business men of Petaluma sat about a festal board and adopted a definite plan for the internal improvement of their city. Every project proposed or endorsed on that occasion has either been fully realized or is in process of accomplishment. Chief among the projects endorsed by the citizens was that of the erection of a new High School. Above is pictured the realization of the desires of the City Planners in this direction. The building is on an eight acre tract, which affords ample grounds for all forms of athletics. The building itself is modern in design and equipment and has an auditorium with a seating capacity of seven hundred.

OUTSTANDING FACTS ABOUT PETALUMA.

THE LARGEST Poultry Center in the World, marketing 10,000,000 dozen eggs and 90,000 dozen poultry annually; Poultry products valued at \$3,500,000; Five of the strongest banks in the state with combined assets of \$7,232,000, combined capital of \$1,273,000 and combined deposits of \$5,194,000; Located at the head of navigation on Petaluma River, "where rail and water meet," affording unexcelled facilities for manufacturing enterprises; In point of tonnage and value of cargoes, Petaluma River is the second river in importance in the state; More miles of improved streets and sidewalks than any city of similar size anywhere; The only silk mill west of the Mississippi river; One of the largest wineries and the largest Incubator Factory in the world; A population of 7,000 and the trading center of a population of 12,000; The best little city in the best county of the best state in Uncle Sam's domain. If you are interested in Petaluma as a future home or as a location for an industrial enterprise, write for further information to the Petaluma Chamber of Commerce.

The Combined Banks

Sonoma County National Bank

OFFICERS

GEO. P. McNEAR	-	-	PRESIDENT
F. A. MEYER	-	-	VICE-PRESIDENT
FRANK H. DENMAN	-	-	CASHIER
W. T. SPRIDGEN	-	-	ASSIST. CASHIER
JOHN LAWLER, Jr.	-	-	ASSIST. CASHIER

The Petaluma Savings Bank

OFFICERS

FRANK H. DENMAN	-	-	-	PRESIDENT
GEO. P. McNEAR	-	-	-	VICE-PRESIDENT
JOHN LAWLER, Jr.	-	-	-	CASHIER
A. P. BEHRENS	-	-	-	ASSIST. CASHIER
R. W. TURNER	-	-	-	ASSIST. CASHIER

Combined Capital and Surplus \$713,000.00

Afford the Greatest Protection to Depositors of Any Banks in Petaluma.

The Feed Emporium

Largest on the Pacific Coast

**Hay, Grain, Feed, Coal and Building
Materials**

G. P. McNear Co.

PETALUMA, CALIFORNIA

2-12 Main Street

Phone Exchange 100

SUPPLEMENT TO

The Petaluma Argus.

KNOW THY CITY.

By the Editor

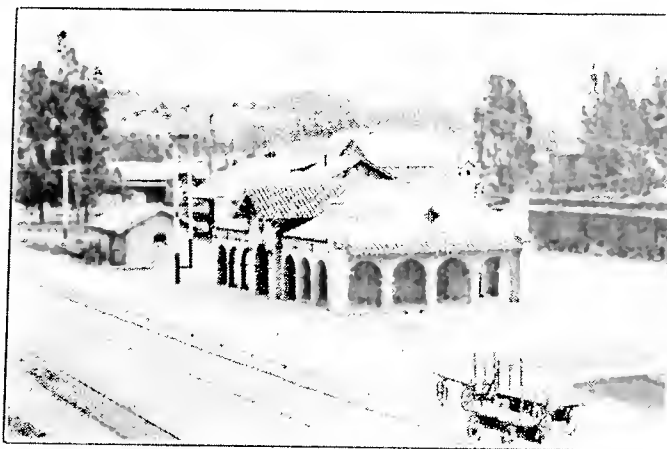
THIS edition of the Argus is not published for profit. It is published for the purpose of recording the development of this city during the past few years for the benefit and heartening of our own people rather than for the enlightenment of the world at large. In the compilation of the information herein contained we have had this object in view and, as a consequence, have clung closely to facts and figures that will bear the scrutiny of those quite as closely in touch with local affairs as are we.

In the foregoing respect this edition is a distinct novelty. Nevertheless it cannot be denied that it is well at intervals to lay before the people of a city a comprehensive statement of their collective accomplishments so that they may realize wherein they have succeeded and wherein they have failed in their loyalty to their municipality. It is also well to lay before the people detailed information with regard to "home" industries so that these industries may take their proper places in the minds of all and thereby create a spirit of admiration for and loyalty to these institutions and industries.

To illustrate, we know that we have:

- A large number of Hatcheries.
- One of the Largest Flouring Mills on the coast.
- The only Silk Mill west of Chicago.
- One of the largest Wineries in the world.
- Large Sheet Metal and Cornice Works.
- Electric Carpet Renovatory.
- Two Modern Steam Laundries.
- Four Large Garages and Machine shops.
- One of the best bands in the state.

- A Large Foundry.
- A Successful Co-operative Creamery and many Other Creameries.
- A Wet Wash Laundry.
- An Electrical Incubator and Brooder Factory.
- The Largest Poultry Fattening Plant in the World.
- Two Light and Power Supply Companies.



New Depot of the N. W. P. Ry. Co., at Petaluma.

- An Ice Manufacturing plant.
- A Large Tannery.
- One of the largest Gas Engine factories in the west.
- Three large Lumber Yards and Planing Mills.
- A Fruit Drier.
- The largest Egg Filler and Paper Box Factory on the coast.
- The largest Incubator factory in the world.
- A big Fruit Box and Egg Case factory.
- Several Brooder Stove factories.
- Several Brooder Manufacturing plants.
- The largest Poultry Producing Center in the world.
- A Live Chamber of Commerce.
- Interurban Electric Railway System.
- Two Daily Newspapers, Morning and Evening, each having Weekly Editions.

- Six Trains Each Day between Petaluma and San Francisco.
- Adequate Local, Long Distance and Rural Telephone Service.
- Excellent Postal Service.
- An Ample Supply of Good Water.
- Excellent Sanitary Conditions.
- More Miles of Improved Streets and sidewalks than any city, anywhere, size considered.

One of the largest Cold Storage plants in the state.

A Large Shoe Factory.

Large Granite and Marble Works.

One of the largest Vinegar Factories in the state.

A Saddle Tree factory.

A Poultry Coop factory.

Poultry and Stock Food Manufacturing plants.

Five of the strongest Banks in the country.

The largest Hay and Grain establishments in the state.

Unusually excellent Fire Fighting Equipment.

Rail and Water Transportation to and from San Francisco insuring Low Freight Rates.

Two Steamers Daily between Petaluma and San Francisco.

We know, in a general, every-day, matter-of-fact sort of way that we have these invaluable assets but the knowledge of their existence in our midst is not of such an intimate nature as to breed that degree of pride in and loyalty to these institutions and industries that makes for the greatest degree of cooperative effort and consequent development.

Again, we know that Petaluma River is an invaluable asset for our present and future prosperity, but few of us know intimately the facts and figures relative thereto.

And still again, certain municipal and private accomplishments have

WHY PETALUMA IS THE GREATEST POULTRY CENTER IN THE WORLD—FACTS ABOUT THE POULTRY INDUSTRY

THERE are on file in the office of the Petaluma Chamber of Commerce hundreds of letters from people all over the world inquiring about the Poultry Industry of which Petaluma is the center. Each inquirer asks a different set of questions. This circumstance led to the preparation for this issue of the Argus of an article in question and answer form in which an attempt has been made to answer every question that might be asked about the Poultry Industry. The article follows:

Q. Upon what does Petaluma base her claim to being the "Largest

Poultry Center in the World?"

A. Upon statistics of unquestioned exactness.

14,000,000 DOZEN EGGS ANNUALLY

Q. What is the annual production of eggs in the Petaluma district?

A. A difficult question to answer. The SHIPMENTS of eggs out of Petaluma amount to over 10,000,000 dozen annually. In addition, local poultrymen use millions of eggs in their incubators. It is impossible to obtain definite statistics on the number of eggs used in this manner. It is conservatively estimated, however, that the egg production of Petaluma and contiguous

territory will total 14,000,000 dozen each year.

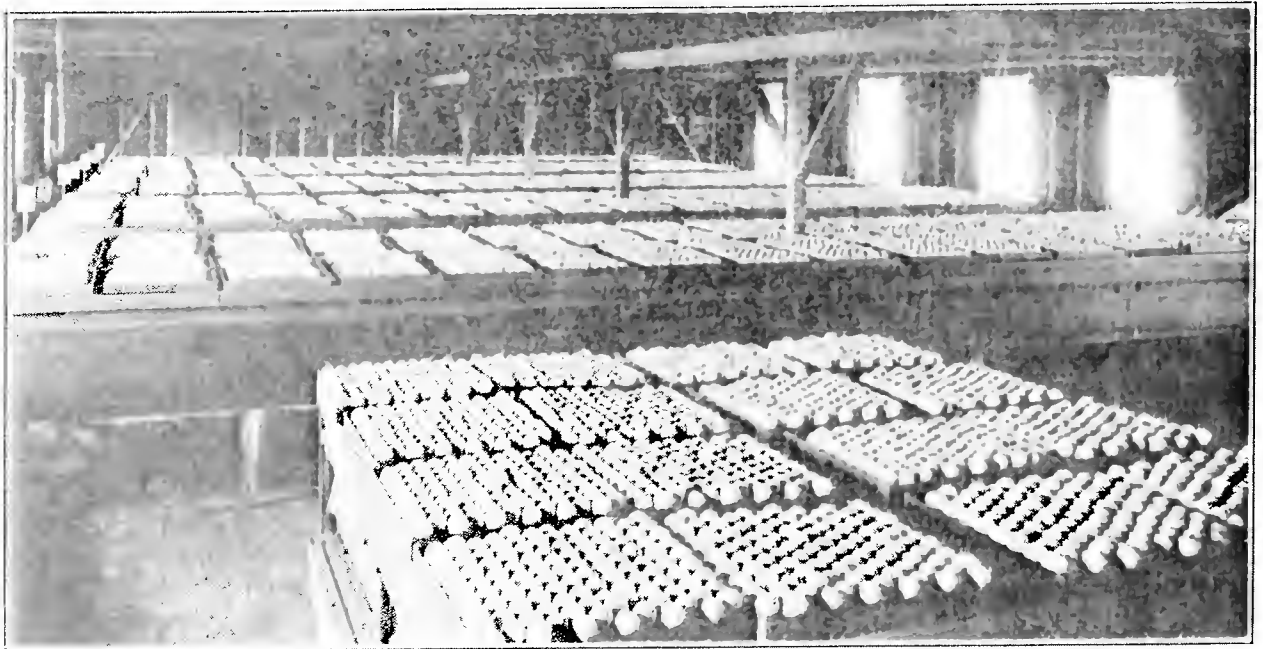
POULTRY PRODUCTION

Q. What is the production of Poultry in the Petaluma district?

A. Another difficult question to answer. The annual shipments of Poultry out of Petaluma district amounts to about ONE MILLION HEAD. No record is available of the number of chickens raised annually on local ranches but it will probably reach close to the ONE MILLION mark.

A TEN YEAR RECORD

Q. What is the record of Egg and Poultry production in the Petaluma district for the past ten years?



Thirty-Three Thousand Eggs Ready to go into the Incubators at a Petaluma Hatchery.

KNOW THY CITY!

(Continued from Preceding Page)

marked the progress of the city during the past few years. These accomplishments have been gradual and, taken individually, are of but passing interest. Summed up, they assume a magnitude that cannot but stir the pride of the Loyal Petaluman and the commendation of all who read.

The purpose of this edition primarily, then, is to enable every Petaluman to "KNOW THY CITY" and to have a pride in and a loyalty for our enterprises and industries. This will be accomplished by the publication of articles descriptive of our indus-

trial, mercantile and banking enterprises, that will surprise even the best informed of our citizens; by the publication of River transportation statistics that will give us an adequate idea of the importance of this stream not only to Petaluma but to the very wide area tributary thereto, and by marshaling the collective accomplishments of our citizens in the way of municipal and private improvement.

The secondary object of this edition is to lay before the prospective settler full and complete information concerning our city and environs

and to point out to the manufacturer the superior advantages of this city as a manufacturing center. This we have tried to do thoroughly so that herein will be found the answer to every question that may present itself to the mind of a stranger viewing a strange land from afar off.

We are hopeful that our own people will read this edition from cover to cover. Every line in it tells of the progress of the community and of the growth of our agricultural, commercial and banking institutions. They will find herein information that will surprise even the best informed.

NO EXTREMES OF HEAT OR COLD ARE PRIME

FACTORS FOR SUCCESS IN POULTRY INDUSTRY

A. The following table, showing SHIPMENTS, not production, will answer this question.

Year	Doz. Eggs	Doz. Poultry
1905	3,837,061	39,392
1906	4,334,321	39,938
1907	4,442,968	39,392
1908	5,312,804	83,136
1909	7,159,481	84,018
1910	7,288,215	76,278
1911	8,134,127	80,553
1912	10,232,120	84,425
1913	10,464,744	88,824
1914	9,272,104	82,317

Q. How do you account for the decreased production in 1914?

A. The poultry business is like any other business. It reflects the general conditions of the country. Anticipating restricted markets and higher costs of production many poultrymen reduced their flocks, resulting in decreased production.

Q. Is the production of Poultry products again on the increase?

A. Yes.

Q. What was the inception of the Poultry Industry at Petaluma?

A. Mr. L. C. Byce, a resident of Petaluma, invented the first really successful incubator and began their manufacture here in 1879. At about the same time he began receiving shipments of poultry from various parts of the country. Noting the success attained by Mr. Byce and the possibility of rapidly increasing flocks by the use of the newly-invented incubator, many of our farmers began experimenting with poultry. Nearly all were successful. Every condition seemed to be propitious. The soil was just right. There were no extremes of hot or cold weather. The hens laid abundantly and were

quite free from diseases that afflict fowls in other climates. As the year-passed large land holdings were cut up into poultry ranches and this process continues at this time with the end nowhere in sight.

Q. What other factors entered into the success of the Petaluma Poultrymen?

A. Nearness to the San Francisco markets and low freight rates by steamer.

Q. Any other favorable conditions?

A. Yes. As the flock and egg production increased, the importation of poultry foods and supplies increased by leaps and bounds; with the result that today poultry foods are bought in such large quantities that they can be, and are, sold here at a minimum of cost to the Poultrymen.

SCIENTIFIC PROCESSES.

Q. Is that all?

A. No. As the flocks increased and the numbers of persons engaged in poultry raising became greater, there arose a community interest in the scientific end of the business. All sorts of experiments were made by the poultrymen and success or failure was noted with the result that the passing years have given to Petaluma Poultrymen a knowledge of the best methods of poultry production that is of the utmost value. It is the old story of "nothing succeeds like success." Each poultryman profited by the experience of his neighbor.

WHY THE WHITE LEGHORN?

Q. What breed of fowl is favored by the Petaluma Poultrymen?

A. The White Leghorn.

Q. Why the White Leghorn?

A. First, because it lays a white egg. Second, because it produces a maximum number of eggs annually at a minimum cost. Third, because it is less liable to diseases than other breeds. Fourth, because it begins to lay earlier than other breeds.

Q. Why is the white egg preferred?

A. The white egg is demanded by the best trade in the coast markets. The white egg has the more delicate flavor. Another reason why the white egg is in demand is that a very large proportion of eggs reaching the coast from distant points are brown eggs. This fact is well known and with this knowledge comes also the knowledge that brown eggs, being shipped from distant points, cannot be of equal freshness with the white Petaluma eggs.

Q. What is the percentage of white feghorns to other breeds?

A. Probably 95 per cent.

Q. Does Poultry do better at Petaluma than elsewhere in the state?

A. The success attained by the Petaluma Poultrymen is sufficient answer to this question.

TOP-NOTCH PRICES

Q. How does the price paid for Petaluma eggs compare with the prices paid for eggs from other sections?

A. A Petaluma product commands a higher price.

Q. Why?

A. Because it is a white egg and because it possesses keeping qualities in storage unequalled by eggs produced in other places.

Q. Why does the Petaluma egg keep better than other eggs?

A. Because it is produced with that object in view.

NEARNESS TO MARKET.

Q. Any other reason why Petaluma eggs demand better prices?

A. Nearness to the San Francisco market and the minimum cost of laying eggs down in that market is also a factor.

Q. What are the shipping costs?

A. It costs eight cents to ship a case of thirty-six dozen eggs to San Francisco, the case being returned free.

MARKETING EGGS.

Q. How do the Poultrymen market their eggs?

A. The greater number deliver their eggs twice or three times a week to local branches maintained by the large commission firms of San Francisco. Some ship direct to San Francisco or Oakland grocers while others ship to buyers in more distant cities.

Q. How and when are they paid?

A. When sold locally, eggs are paid for on delivery, and are paid for on delivery and gradually as the market improves. In the case of our distant buyers, they are



Kentucky Street, south from Washington Street.

WHAT IT COSTS TO BECOME THE OWNER OF A POULTRY RANCH, FULLY EQUIPPED, IN THE PETALUMA DISTRICT

brings in his next supply. Shippers to Grocers receive payments weekly.

CO-OPERATIVE MARKETING

Q. Has there been any effort along the line of co-operative marketing?

A. Yes. The members of the Sonoma County Poultry Producers Federation market their eggs co-operatively. They contract their output on bids received each year, the successful bidder maintaining a branch depository in Petaluma where the eggs are candled, graded and prepared for storage or shipment.

Q. What per centage of Petaluma eggs are marketed in this manner?

A. Figures are available only for 1914. During that year the members delivered to their contractor 86,342 cases or 2,590,000 eggs, for which they received \$712,535.96.

Q. What was the contract price per dozen that year?

A. Twenty-one cents per dozen for firsts and 18c per dozen for pullet eggs.

Q. Did the members of the Federation receive more than the contract price?

A. Their contract guaranteed them the prices quoted. Under it they also received dividends derived from sales when the eggs were sold at a profit over the cost of handling and marketing. If the market price was greater than 21c and 18c the members of the Federation received the market price.

Q. In what months do you get your heaviest production?

A. April, May and June. The following tabulation shows the shipments of eggs by months for the year 1914.

	DOZ. EGGS	DOZ. POULTRY
Jan.	419,296	1,818
Feb.	812,050	2,908
Mar.	1,184,950	3,430
Apr.	1,530,780	6,619
May	1,107,757	10,302
Jun.	848,330	12,803
July	751,801	13,766
Aug.	677,370	7,384
Sept.	496,850	9,082
Oct.	501,020	6,106
Nov.	498,650	4,769
Dec.	443,250	3,430
Total	9,272,104	82,317

EGGS IN STORAGE

Q. When are eggs placed in storage?

A. In the Spring months when the production is the heaviest.

Q. Are your eggs stored in Petaluma?

A. Thousands of cases of eggs are stored here annually, ample cold storage facilities existing here. Petaluma eggs are also stored in San Francisco and other coast cities.

Q. What is the cost per dozen for storage eggs?

A. Estimates of this cost vary. It ranges from five to seven cents, and this includes the cost of grading, losses, insurance, case and fillers and interest charges.

Q. Do your poultrymen store their own eggs.

A. No.

Q. Who puts them in storage?

A. These who deal in produce of all kinds on a large scale.

STARTING IN BUSINESS.

A. How should one go about starting a poultry ranch.

Q. The first step is to secure the right kind of land.

A. Is some land better adapted to poultry raising than others?

A. The best results are obtained from Sandy soils.

Q. Why.

A. Because the heavier soils retain the moisture too long in winter and become too hard and dry in Summer. Poultry does not do well on low, wet lands. The rolling lands that lie westward from Petaluma to the ocean and the slopes of Sonoma Mountains on the east are admirably adapted for poultry.

HOW MUCH LAND

Q. How much land is needed for a beginning?

A. Poultry ranches range from two acres up. However, a tract of not less than five acres should be acquired.

Q. What is the cost of establishing a five-acre poultry ranch so that it will yield a living for a family of average size?

A. The following estimate seems to be quite accurate.

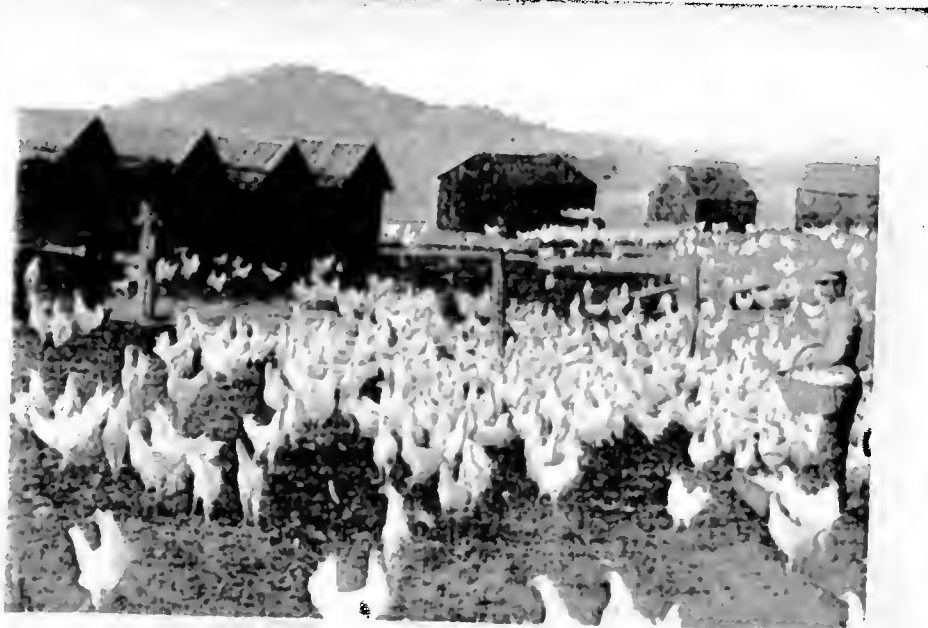
Land	\$1,250.00
1,500 Chickens	1,200.00
Horse, Wagon and harness ..	175.00
Fencing	60.00
Well and pumping plant ..	200.00
Feed Cutters and Feed Mixers	100.00
Incubators and Brooders ..	50.00
Brooder House, Incubator house	275.00
Barn	300.00
Chicken Houses, 8 @ \$25 ..	200.00
Plow, Cultivator and Harrow	\$25.00
House	1,000.00
Incidentals	65.00
	<hr/>
	\$5,000.00



A Typical Petaluma Landscape—Home of 100,000 White Leghorn Hens.

TEN MILLION DOZEN EGGS AND 90,000 DOZEN POULTRY ARE SHIPPED ANNUALLY FROM PETALUMA AND VICINITY.

- Q. Can any of these items be eliminated?
- A. Yes. Many local poultrymen no longer do their own hatching, preferring to have their hatching done by the large hatcheries. This would eliminate the cost of the incubator house and the incubators.
- Q. Is the five acre ranch large enough?
- A. Depends upon how large a scale the prospective poultryman wants to start. It is generally considered advisable for the beginner to start with a small flock and gradually increase it as he gains experience.
- Q. Does the Poultryman raise anything besides poultry?
- A. Most of them do. The ideal conditions are to have land enough for a family orchard, and garden, the keeping of a cow and a horse, the raising of green feed for the poultry, especially kale, etc.
- Q. How large is the average poultry ranch?
- A. Ten acres.
- Q. How large is the largest?
- A. Some of the larger flocks are kept on tracts of land over 100 acres in extent.
- Q. How many hens are kept on these large ranches?
- A. Some of them have as high as ten thousand chickens.
- Q. What is the average production annually per hen?
- A. 120 eggs per year.
- Q. What is the average age at which hens begin to lay?
- A. Six months.
- Q. What is the average age limit of usefulness?
- A. Two and one-half years.
- Q. What disposition is made of the old hens?
- A. They find a ready market at from \$4.00 to \$5.00 per dozen.
- Q. What is the average market price for broilers?
- A. \$3.00 per dozen.
- Q. What is the average market price for young roosters?
- A. \$5.50 per dozen.
- Q. What is the average price for fryers?
- A. \$4.50 per dozen.
- Q. What is the standard weight of eggs per dozen?
- A. 22 ounces.
- Q. What is the cost of incubation?
- A. 3 cents per chick.
- Q. What per cent of eggs are fertile?
- A. 85 per cent.
- Q. What per cent of fertile eggs hatch?
- A. 95 per cent.
- Q. What per cent of chicks live?
- A. Varies with various poultrymen. The loss is usually very small.
- Q. What is the average market price for eggs?
- A. 30c per dozen.
- Q. What is the maximum price for eggs?
- A. 52 cents per dozen.
- Q. What is the minimum price for eggs?
- A. 19 cents per dozen.
- Q. What is the average amount realized per hen per year?
- A. \$2.40.
- Q. What is the average cost of feed per hen per year?
- A. \$1.40.
- Q. What is the average profit per hen per year?
- A. \$1.00.
- Q. What is the cost of shipping chickens to San Francisco?
- A. By rail and water, 14c per 100 lbs. Wells Fargo 40c per 100 pounds.
- Q. What is the cost of shipping eggs?
- A. Rail and water 9c per 100 lbs.
- Q. What is the most approved brooder house?
- A. 16 x 28 feet, 4 feet on the sides, windows at each end and two windows on one side. Door at each end.
- Q. What is the most approved method of heating?
- A. Stoves with gas, gasoline or engine distillate.
- Q. What is the most approved method of housing hens?
- A. Structure 10 x 14 made perfectly tight, with screen doors. Will accommodate 100 to 200 hens.
- Q. At what age are chicks taken from the incubator?
- A. When they are twenty-four hours old.
- Q. What is the most approved plan of raising poultry?
- A. The colony plan.
- Q. What is meant by the Colony plan?
- A. The hens are divided into groups. Each group has its own house and yard, the yards being divided by wiring fencing.
- Q. Are roosters kept with the hens at all times?
- A. When the eggs are intended for hatching, yes, otherwise no.
- Q. How many chickens are run to the acre? A. From 200 to 500.
- Q. What method of feeding is followed by Petaluma Poultrymen?
- A. Varies so greatly that an answer is impossible.
- Q. Is there ever a time during the year when eggs and poultry can not be sold in Petaluma for cash?
- A. No—only on Sundays and holidays.
- Q. What makes of incubators are used?
- A. All kinds. Some poultrymen make their own incubators with splendid success.
- Q. What breeds of poultry are raised other than the White Leghorn?
- A. Many other breeds are raised here but the White Leghorn is king.
- Q. What is the per centage of failures.
- A. Just about the same ratio as in other lines.
- Q. Is there danger of overproduction?
- A. No. Even with the large increase in production during the past few years, many carloads of eggs and poultry are imported into California each year.



A Typical Petaluma Poultry Scene.

New Petaluma Financial Institution

Makes Remarkable Record of Progress

AUTOMOBILE SALES UNDERWRITING COMPANY INCREASES CAPITAL TO \$250,000.00 TO MEET DEMANDS OF ITS RAPIDLY EXPANDING BUSINESS.

The Argus is pleased to present in this Development Number a half tone of the offices of the Automobile Sales Underwriting Company in the McNear Building together with a resume of the activities of this popular young financial institution. It is peculiarly appropriate for such an issue too, for certainly the company has made a really remarkable record of progress, a record which entitles it to a position well up at the head of the list of our progressive business enterprises. In many respects this is a unique organization. In the first place, it is the only company of its kind in the state, and that the field was ripe for the establishment of such a business is clearly proven by the fact that the company has earned and paid handsome dividends from the start.

As the name indicates, the company was formed for the purpose of financing automobile dealers who desire to expand their business by selling cars on deferred payments, and who lack the heavy capital necessary to do so on a large scale. The plan embodies the taking over by the company of sales contracts covering cars sold by dealers, at a reasonable discount, the company carrying this paper to maturity, and in actual operation it has worked out to the mutual advantage of the company and the dealers.

For the company it means the profitable and safe employment of their funds, profitable because of the frequent "turn over" of their capital several times during the year, and absolutely safe because only sales contracts from reputable people are taken and the title to the cars, which are fully insured, stands in the company's name until all deferred payments are made.

The dealer, on the other hand, is enabled to extend accommodations to his worthy customers which he would not otherwise be able to do, thereby increasing the volume of his business materially, so all parties to the arrangement are benefitted by this unique plan.

Another feature of their business is in assisting dealers to finance their purchases of cars from the manufacturers, enabling the latter to take advantage of cash discounts for large quantity orders.

The plan has proven so popular with automobile dealers at home and abroad that additional capital became necessary in order to take care of the business offered, so on August 9th, the stockholders met and unanimously voted to increase the capital stock from \$100,000.00, the original capitalization when the company began business, to \$250,000.00.

In the twenty months it has been in business the company has earned and paid dividends to stockholders of 20 per cent, or at the rate of 12 per cent a year, in addition to building up a substantial surplus fund.

A block of new stock, which will have a par value of \$1.00 per share, will shortly be placed on the market at \$1.20 per share, not less than 100 shares being sold to each purchaser, and judging by the splendid record made by the Company for earnings, its high standing in the community.

little regard for what all these luxurious trappings cost the stockholders. In this regard the concern under discussion has made a record for clean, economical and efficient administration of its affairs that is noteworthy, and to this is due in a large measure the fact that its dividends have been real cash dividends declared and paid with never failing regularity, and not the kind that are facetiously termed "Irish" dividends. Its offices in the McNear Building are neatly, comfortably and adequately equipped for the conduct of the company's business, but the Argus man did not see any mahogany furniture there, or any evidences of a disposition to squander the



President S. C. Leonard in His Private Office.

and the popular favor in which its stock is held by local investors, this new stock issue will be quickly absorbed by the investing public, for at \$1.20 per share it means a net return of at least 10 % annually on an investment whose perfect safety and soundness has been thoroughly demonstrated.

The company now has about eighty stockholders mostly home people, prominent in business and financial affairs, who because of their intimate personal knowledge of the company's affairs, the scope of its business and the possibilities of extending same, and the character of the management, are best able to determine the merits of such a security from an investment standpoint.

And speaking of the management, reminds us that after all, the success or failure of an institution such as this depends largely upon its management.

Many of the corporations that have gone on the financial rocks in California and elsewhere owe their failure, not so much to actual dishonesty of management, or to lack of a profitable field for their activities, as to wasteful, extravagant and inefficient financial methods, too high overhead expenses, too many fancy salaried officers, too much of the "get rich quick" spirit and too

stockholders' money in "making a front," to quote a slang expression.

The company's President and Manager, Mr. S. C. Leonard, its Secretary, Miss M. Genevieve Stone, and its Sales Manager, Mr. C. L. Clise of San Francisco, constitute its active list of salaried officials, and its Board of Directors is made up of the following well known and financially prominent Petaluma business men; S. C. Leonard, President and Director; Jas. F. Parker, of Parker & Gordon, Livestock, Grain, and Feed Dealers; H. C. Scrutton, President and Manager Coulson Poultry and Stock Food Co.; B. B. Hinshaw, Capitalist and Rancher, also Director of Petaluma National Bank; and L. W. Clark, Proprietor of Petaluma Hatchery.

The company's depository is the Petaluma National Bank.

President Leonard, upon whom devolves the management of the business, is a most conservative and capable business man. He has been prominently identified with Petaluma's leading business interests for eleven years, having been Secretary of the Coulson Company for nearly ten years before organizing the institution which he now heads, and in the development and progress of which he has made so splendid a success.

"Sutherland's Perfect Brooder" Has Attained Very Wide Popularity Among Poultrymen

That "necessity is the mother of invention" is an old maxim. The invention of "Sutherland's" Perfect Brooder" is based on that principle. It is the outgrowth of Mr. J. M. Sutherland's own experience in the brooding of chicks on a large scale and was originally designed by him for his own use, in his big brooding plant near city. The development of this brooding device has proven such a boon to the poultry interests of the West that it makes an interesting story of individual initiative and achievement. Here is a brief resume of it. Seven years ago Mr. Sutherland, a native of Iowa, but who had been engaged in railroad service in Louisiana in an important capacity for fifteen or twenty years, came to Petaluma seeking an opportunity to get into the poultry game. He had always had a penchant for raising chickens and during his railroad career had acquired considerable practical experience in incubating and brooding chicks on a small scale, but sought a wider field for his activities.

Of course Mr. Sutherland was impressed with Petaluma's possibilities for profit in poultry as is everyone else who comes here, so buying a five acre tract adjoining town he went at it. At first he did his own incubating, but finding that he could make more satisfactory arrangements, he turned his attention entirely to brooding, buying the day old chicks, raising them to three months, then selling the pullets to egg producers and the cockerels on the broiler market.

He kept trying one type of brooder after another, but could find nothing that gave the results he felt he ought to have. Bye and bye, after he had accumulated a varied assortment of brooders, he conceived the idea of inventing one of his own.

After much study and experiment "Sutherland's Perfect Brooder" was evolved and put into commission in the Sutherland Brooding Plant. That was four years ago, it has been in use in the plant ever since, and with but slight changes is the same brooder that has since become so popular.

It did the work so efficiently and the results were so satisfactory that neighboring poultrymen who heard about it began to visit the plant, and after investigation of its work, expressed a desire to have one like it.

Then the thought occurred to Mr. Sutherland, "Why not start a brooder factory and put this brooder on the market?" He reasoned some-



Scene at The Sutherland Brooding Plant.

thing after this fashion "I have solved the problem of brooding for myself and maybe there are a lot of other poultrymen who are not satisfied with any of the brooders now on the market, and would be glad

of an opportunity to improve the efficiency of their plants."

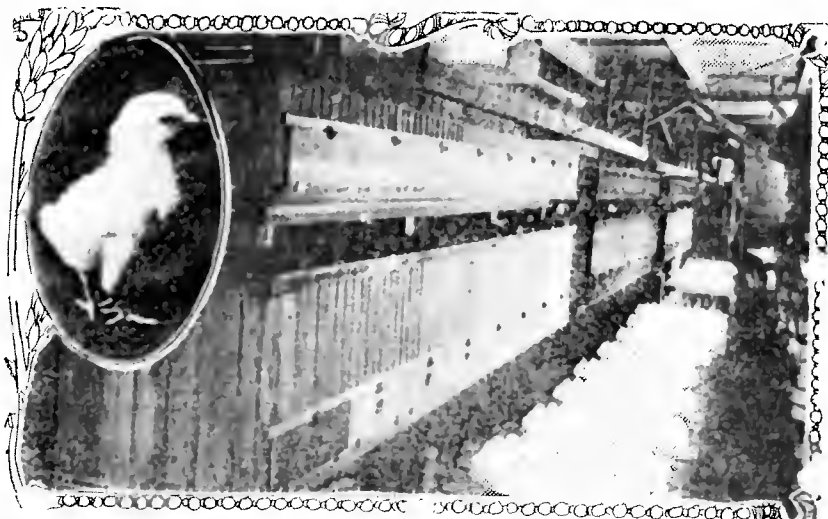
He used these brooders two whole years in his own plant, brooding three crops of chicks each year, with such excellent results that on August 11th, 1913, he opened his present manufacturing plant at No. 2 Washington street and put "Sutherland's Perfect Brooder" on the market. The brooder instantly sprang into popular favor among the progressive poultrymen of the Petaluma district and as its superior qualities became heralded abroad orders rolled in from outside districts.

"Sutherland's Perfect Brooder" is now firmly established in the good graces of the poultrymen of the West and the business of the Brooder Works is growing rapidly.

Many of the big poultry ranches of this and adjoining counties are using it, some using as many as a dozen, others ten, eight and six, the brooder being made in sizes from 500 chick capacity up to 3750 capacity.

Mr. Sutherland still operates his brooding plant on the ranch brooding out 6000 baby chicks every four months or 18,000 a year. On his last batch of 6000 chicks he raised 85 per cent to maturity a remarkable record, but no better than many other users of his brooder are doing. Unlike the Doctor who won't take his own medicine, Mr. Sutherland uses his own brooders exclusively and some of his original models are still in use at the ranch.

L. W. Clark's Petaluma Hatchery



One of the longest established and most popular of our hatcheries is the Petaluma Hatchery at 615 Main street, photo of interior shown above founded in 1902 and operated continuously since by Mr. L. W. Clark. It is a far cry from the modest little hatchery of 5000 eggs capacity which Mr. Clark started with to his splendidly equipped plant of today with its battery of 24 "Twentieth Century" Incubators, each having a capacity of 2096 eggs, or a total capacity of more than 50,000 eggs, and an annual output of about 400,000 chicks. But the paramount consideration is not quantity, but quality.

As Mr Clark states it himself "We prefer quality to quantity and we know of no business where efficiency decreases in the same ratio—with the increase of capacity—as the hatching business after of course, a certain point has been reached. To properly hatch chicks means that every egg needs 480 hours of careful attention, and if anything goes wrong during one hour of that time it means a spoiled egg, or impaired vitality of the chick."

While White Leghorns constitute the bulk of the output there are four other varieties hatched, as follows: Rhode Island Reds, Barred Plymouth Rocks, Black Minorcas and Brown Leghorns.

The Must Hatch Incubator Co., A Pioneer In the Development of the Poultry Industry

"Giant oaks from little acorns grow" says the old axiom which all of us learned in our nursery days, and in like manner most of the great industries of the world have grown from small beginnings. Petaluma is today recognized far and wide as the greatest poultry center in the world. The "day old chick" business has been developed here to a magnitude little dreamed of fifteen years ago, and millions on millions of chicks are now hatched here every year and shipped to all parts of the great country lying west of the Rocky Mountains besides the other millions that are used by our local poultry-ranchers.

To the founder of the Must Hatch Incubator Company at 419 Seventh street, Mr. A. E. Bourke, belongs the credit for originating the idea of shipping day old chicks by express, and for developing that idea to commercial success and building one of the largest hatcheries in the city.

Seeking larger fields for his activities Mr. Bourke located in Central America a couple of years ago where he has acquired large land interests and is developing the cattle raising industry, of that country, but the business which he established in Petaluma is still in operation, and growing larger each year, under the ownership and progressive management of his son L. A. Bourke, who assumed the active management of same in 1912.

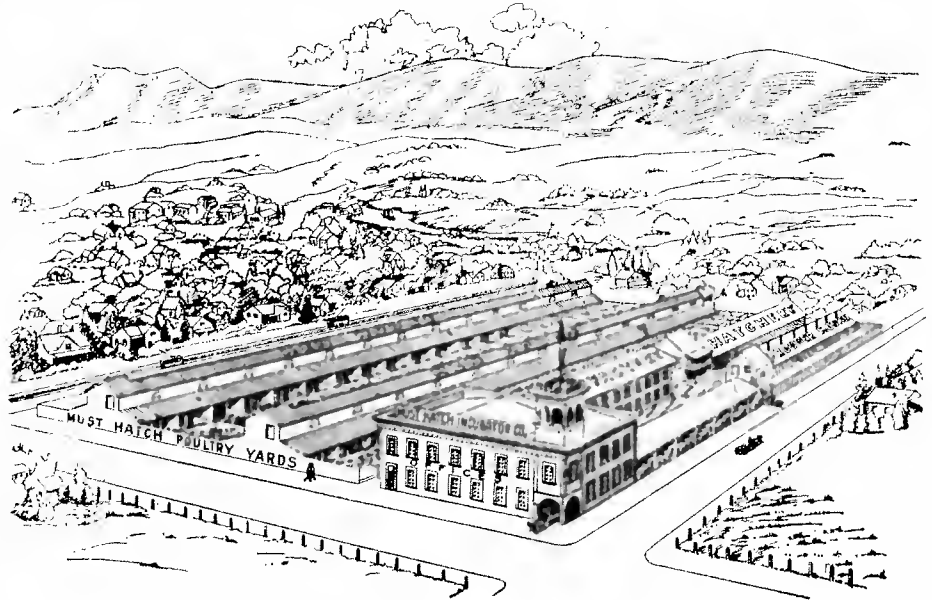
Operated for many years as a combined Incubator Factory, Hatchery and Brooding plant, the Must Hatch

Company has within the past few years turned its attention entirely to the hatchery business.

Four acres of ground are embraced in their great plant at the above location and every modern facility is provided for the efficient operation and administration of the business. The hatching capacity is 125,000 eggs every three weeks and their chicks are not only used in large numbers by Petaluma poultrymen

but are shipped to every portion of the west.

In concentrating his energies upon one branch of the business, the hatching of healthy, sturdy chicks, Mr. Bourke has been able to make his service in that department even more valuable to poultrymen, has developed higher efficiency and is giving more perfect satisfaction to his trade, than when several lines were conducted and the personal attention of the manager was necessarily divided between several branches of the business, and results show that this specialization pays handsomely.



Growth of the Petaluma Swiss-American Bank an Indication of the City's Progress

Petaluma is undoubtedly one of the richest cities of its size in California. A case in point which illustrates the growth of our financial institutions is that of the Petaluma Swiss-American Bank.

In the three years from 1910 to 1913 the assets of this splendidly managed institution almost tripled, its gross resources on May 1st, 1913, being \$1,346,117.31, and its deposits \$1,023,390.06.

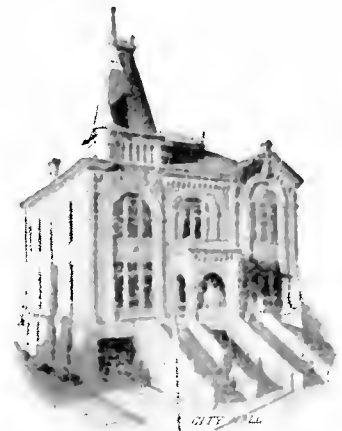
And it has continued to grow right on through the general business depression of the last two years for in the last statement of the bank as rendered to the State Superintendent of Banks under date of June 23, 1915, we find that the gross resources are \$1,542,513.23 and the deposits \$1,216,928.16, an increase of approximately \$200,000.00 in each item and nearly 20 per cent increase in deposits.

It is noteworthy that about \$700,000.00 of the bank's deposits is represented in its savings department and these funds are drawing interest at the rate of 4 per cent per annum, which means that in the neighborhood of \$30,000.00 annual interest

is being earned and paid to the customers of the Savings Department. A general commercial banking business is transacted, the two departments being housed in the handsomely appointed building owned by the institution on Kentucky street. This building, erected only a few years ago, is one of the most modernly equipped, conveniently and attractively arranged banking houses in the state north of San Francisco, having every facility for the prompt transaction of business and the convenience of customers, not the least of which is the ladies' parlor for the exclusive use of women patrons, a feature which few banks in the smaller cities have yet installed, but which is always found in the progressive financial institutions of the larger cities nowadays.

The Petaluma Swiss-American Bank has a paid up capital of \$250,000.00, with surplus and undivided profits of \$63,910.15 and is recognized at home and abroad as one of California's staunchest, safest and soundest banking institutions. Locally it is known as "The Bank of Individual Service."

Its officers are Thomas Maclay, President (who is also a former President of the Petaluma Chamber of Commerce, a member of the Sonoma County Exposition Commission at San Francisco, and liberal backer of any meritorious project for the promotion and advancement of Petaluma); Jos. Bloom and L. R. Flippin, Vice Presidents and R. Righetti Cashier.



Petaluma City Hall Built in 1886

PETALUMA IS THE TRADING CENTER OF A POPULATION OF TWELVE THOUSAND

IN preparing the following article the writer has endeavored to answer every possible question that would present itself to persons contemplating coming here to make his home. Further and more detailed information may be had by writing to the secretary of the Petaluma Chamber of Commerce.

LOCATION

Q. Where is Petaluma?

A. Thirty-six miles north from San Francisco at the head of navigation on Petaluma River.

Q. In what county?

A. Sonoma

POPULATION

Q. What is the population of the city proper?

A. The census of 1910 gave the city a population of 5880 but there has been a substantial increase since that time. The population of Petaluma is now estimated conservatively at 7,500.

Q. Is the territory adjacent to the city densely populated?

A. It is. There are hundreds of small ranches in the immediate vicinity. An extension of the city line one mile north and east would add at least 2000 people to the population of the city proper.

Q. What is the population of the legitimate trading territory adjacent to Petaluma?

A. The number of persons who do practically all their trading at Petaluma is conservatively estimated at 12,000.

CORPORATE AREA

Q. What is the area included in the corporate limit?

A. One and one-half miles square and much smaller than the corporate limits of most California cities.

CLIMATE

Q. What are the Climatic conditions?

A. The climate here is very similar to that of San Francisco. There are no extremes of heat or cold. The mer and 60 degrees in winter. The mer and 60 degrees in winter. The extremes are 90 in Summer and 30 in winter, but these extremes are

very rare and always of short duration. The nights are always cool and, no matter how warm the day, a good night's sleep will not be prevented by undue heat.

WATER SUPPLY.

Q. Have you good water?

A. Yes and plenty of it. The city's water supply is conserved from streams and springs on Sonoma Mountains, distant about five miles miles, and which rise to a height of about 3000 feet.

Q. Private or public ownership?

A. Private.

TOPOGRAPHY.

Q. What is the topography of the land?

A. Petaluma is an Indian name meaning Little Hills, and this name aptly describes the topography of the territory both within and without the city. The elevation of the city varies from sea level along the the bed of Petaluma River, the course of which lies directly through the corporate limits. The section of the city lying west of the river is the principal business and residence section. The topography of this section is rolling, the highest elevation being 200 feet at Oak and Howard streets. East of the river is a level valley that extends to the Sonoma Mountains, distant three miles and which rise to a height of 3000 feet. These mountains are not wooded and the land is all used for farming, dairying and poultry. From Petaluma west to the Pacific Ocean, distant twenty miles, the country is a series of hills and valleys, all being under cultivation or used for dairying.

RAINFALL.

Q. What is the annual rainfall?

A. The average annual rainfall is 25 inches. The rainy season usually begins in October and ends in April. During the rainy season there are usually about as many warm, sunny days as there are rainy days.

NO IRRIGATION.

Q. Is irrigation necessary?

A. No. There is not an irriga-

tion ditch in Sonoma county. The character of the soil is such that, with proper cultivation, irrigation is not necessary.

SANITARY CONDITIONS.

Q. What are the sanitary conditions?

A. Excellent. The hilly nature of the city makes for perfect drainage. The city is thoroughly sewered and the sanitary laws of the city are rigidly enforced.

LIGHT AND GAS RATES.

Q. Is the city well lighted?

A. Two large Public Service corporations supply an abundance of electricity and gas for light and fuel and power at reasonable rates.

Q. What are the rates?

A. Commercial rates for electricity: 150 K. W. H. consumed in any one month 6c; 300 K. W. H., 5c; 600 K. W. H., 4c; over 1050 K. W. H., 3c Domestic rate: 30 K., 8c; next 70 K., 7c; next 100 K., 6c; over 200 K. 5c; minimum \$1.00. Power Rate: 3c to 4c per K. Agricultural rate, 3c. Gas Rate: 1,000 to 10,000 feet, \$1.50 per 1,000; 10,000 to 15,000, \$1.25; over 15,000, \$1.00. Gas rate for Incubation and Brooding: 6,000 feet or over \$1.00 per 1,000.

FIRE DEPARTMENT.

Q. Has the city adequate fire fighting facilities.

A. Yes. This subject is treated in a separate article elsewhere.

SCHOOLS.

Q. Have you good schools?

A. If there is one possession of which the people of Petaluma are more proud than of any other, that possession is their schools. This is well illustrated by the fact that they voted \$110,000 in bonds for the erection of a new high school building, which will be modern in every particular and will include an auditorium which will seat 750. It stands on an eight-acre tract of land, providing ample space for all kinds of out-door athletics, including baseball, football, basketball, tennis, etc.



The New Lincoln Primary School.

PETALUMA'S HIGH SCHOOL AMONG TEN

HAVING THE HIGHEST UNIVERSITY RATING

Q. How about the other buildings?

A. There are four Grammar and Primary schools and the present High School building will be converted into a Grammar School when the new building is ready for occupancy. Three of these buildings are practically new, two being modern brick buildings. They are well distributed about the city in the centers of population.

Q. What is the standing of your High School?

A. The Petaluma High School is maintaining its high standard of scholarship as is shown by the Report of the Examiner of Schools of the University of California. The University sends a School Examiner to every High School in the State sometime during the school year, and it also keeps a record of the standing attained by the students during their first year in college, and the average of these gradings determines the standing of the High School that sent the pupils. Our High School has for several years past stood well above the average of the 250 accredited High Schools of the State—it has, in fact, unvaryingly stood in the upper ten of the whole list. For the past school year, our rating was 10 per cent higher than the average rating of all the accredited High Schools of California. Our High School has also sent a goodly number of its girl graduates to the Normal schools of the state—the San Francisco Normal receiving the largest number. It is very gratifying to note that the girls from the Petaluma High School have stood above the average in the Normal School's qualifying examinations.

Q. Are there any other educational institutions in Petaluma?

A. Yes. St. Vincent's Academy, a Catholic school of high standing in Educational circles. There is also an endowed Kindergarten which is free to the public.

LODGES.

Q. How many Fraternal orders are there in Petaluma?

A. Every Fraternal Order that is national in character has representation in this city.

AMUSEMENTS.

Q. How about amusements?

A. Petaluma has two of the prettiest and most modern theaters in the state. The Music theater is devoted exclusively to Moving Pictures. The Hill Opera House provides dramatic and musical attractions with splendid vaudeville shows twice a week. The Gem and Globe Nickelodeons are devoted exclusively to the Movies at popular prices. Band Concerts, paid for by the city are given every Saturday night during the summer season. The Petaluma Choral Society gives frequent Operas and Dramatic performances at the Hill Opera House.

OUT DOOR SPORTS

Q. What have you in the way of out-door sports.

A. One of the best amateur baseball teams in the state provides the principal out door sports. There are a number of tennis courts and during the winter season Petaluma maintains a Basket Ball team that plays at Dreamland Rink each Saturday evening, the game being usually followed by a dance.

HUNTING AND FISHING

Q. Is there hunting and fishing near Petaluma?

A. Yes. There are numerous trout streams within easy reach of the motorist and striped bass fishing in Petaluma river affords a splendid sport, the fish ranging in size from one to forty pounds. Several hunting clubs are maintained here. They have preserves on the marsh land along the river and limit bags of duck are not uncommon. There is also good quail hunting and the mountainous country a few miles

STREETS.

Q. Have you good streets?

A. No city of like size anywhere has a larger mileage of improved streets and cement sidewalks. Seventy-five per cent of the streets of this city are macadamized and there is a similar mileage of cement walks. In the business section of the city the streets are paved with asphalt. The city owns a large and thoroughly equipped rock crusher and the very best of street building rock is found at several quarries on the outskirts of the city. Much modern street building machinery is being purchased.

TAX RATE

Q. What is your city tax rate?

A. The tax rate is limited by the charter to \$1.00. This supplies ample revenue for the proper conduct of the affairs of the city the assessment being upwards of \$4,000,000. The county tax rate averages \$1.60.

BUSINESS TAX.

Q. Is there a business tax?



Petaluma's Carnegie Library.

north supplies splendid deer hunting.

PARKS.

Q. Has the city public parks.

A. The city maintains two improved public parks in the heart of the city, each covering a city block. The parks are real beauty spots with green lawns, beautiful palms and shade trees. In addition the municipality own two other parks that are unimproved. Oak Hill Park, consisting of about four acres, and Kenilworth Park, consisting of sixty-three acres. These parks will be improved as the city grows. There are also several triangular gores, one of which is improved.

PUBLIC LIBRARY.

Q. Has the city a public library.

A. Thanks to the generosity of Andrew Carnegie, and to a patriotic pioneer lady, the late Mrs. A. A. Atwater, Petaluma has a Free Public Library building that cost \$20,000. It is equipped with 10,000 volumes.

A. No. There is a license tax on a few lines of business but the ordinary business man pays no business tax.

POSTAL FACILITIES

Q. Have you adequate postal facilities?

A. Yes. There are five city and five rural carriers. There are two deliveries of mail daily in the residence section and three deliveries in the business section. So comprehensive is the Rural Free Delivery service that there are very few farmers living within a radius of eight miles who cannot have their mail delivered almost at their doors if they so desire.

RURAL PHONES.

Q. Have you a system of Rural phones?

A. Rural phone lines radiate from Petaluma in all directions and hundreds of farmers have phones in their homes. There are twenty-eight of these Rural Phone lines and all of

PETALUMA BANKS HAVE COMBINED DEPOSITS OF FIVE MILLION AND ASSETS OF SEVEN MILLION

them are connected with the Central Exchange in this city, giving them the advantage of long distance connections.

CHURCHES.

Q. What Churches have you?

A. The churches established here are Catholic, Methodist Episcopal, St. John's Episcopal, Methodist South, Baptist, Presbyterian, Congregational, Christian, German Luth-

A. \$5,194,791.15.

Q. What are the combined assets?

A. \$7,232,206.43.

Q. Have you both National and State banks?

A. Two National Banks, each having affiliated Savings Banks and one State Bank.

Q. Are they conservatively managed?

A. This question is best answered

ROADS.

Q. Have you good roads?

A. The state highway system of roads traverses the county from north to south, a distance of about 60 miles. The laterals are maintained in good condition, for the most part, by the county.

MARKETS

Q. Is Petaluma a good market for farm products?

A. Yes. Everything produced on the farm finds a ready market here.

Q. Is it a "cash" market?

A. Strictly. All farm products of whatever nature, is readily sold for cash. If a Poultryman takes a case of eggs to a grocer, or a wagon load, he is paid in cash, and is free to spend the proceeds as he pleases.

Q. How often are settlements made with merchants?

A. The plan of making payments once a year, after the harvest, in vogue in so many communities, is unknown here. The merchant either receives cash for his wares or expects payment on the first day of the ensuing month.

Q. Is this system strictly adhered to?

A. It is. The person who does not pay his bills promptly on the first of each month soon loses his credit.

Q. Why does this condition prevail in Petaluma?

A. Largely because of the fact that the producer sells for cash and because the Poultrymen receive payment for their products on day of delivery.

NO CROP FAILURES

Q. Are crop failures of frequent occurrence?



New Home of the Petaluma Woman's Club.

eran, Adventists and German Evangelical. There is also a large Christian Science congregation. The combined seating capacity of our churches is 3,500. The buildings are modern and the pulpits are filled by ministers of ability.

CITY GOVERNMENT

Q. What is your form of City Government?

A. The city is governed by a Freeholder's Charter, effective in 1915.

The charter provides for a council comprised of six members and a Mayor. The offices of City Attorney and City Engineer are appointive. All the other officers are elected.

BOARD OF HEALTH

Q. Have you a Board of Health?

A. The Board of Health consists of five members appointed by the Council.

COMMISSIONS.

Q. What Commissions have you?

A. The city has not a commission form of government. However, the Council appoints a Park Commission, consisting of three members, and a board of Fire Commissioners, having five members.

BANKS.

Q. How many banks have you?

A. Five.

Q. What is the combined Capitalization and Surplus?

A. \$1,273,000.

Q. What are the combined deposits?

luma banks continued to do business on a strictly cash basis.

Q. What interest is paid by your banks?

A. Interest at the rate of four per cent. is paid on term deposits.

Q. How do your banks rate with other banks in cities of similar size?

A. No city of similar size in the state of California has better or stronger banks.



New Parochial Residence St. Vincent's Parish.

A. Crop failures are practically unknown in this section.

Q. How do you account for this condition?

A. An abundant rainfall and the absence of extreme heat and cold is the answer.

TRANSPORTATION FACILITIES

Q. What transportation facilities have you?

PETALUMA HAS RAIL AND WATER TRANSPORTATION INSURING LOW FREIGHT RATES TO WORLD MARKETS

A. The Northwestern Pacific Railway runs six passenger trains daily each way between Petaluma and San Francisco. This road extends from Francisco to Eureka. The Petaluma and Santa Rosa Railway is an interurban electric road with terminal here. It taps the rich Gold Ridge section and runs two steamers daily

company has been maintained here for many years.

Q. Has the company a good armory?

A. The company leases Dreamland Rink and has one of the largest armories and one of the best drill floors in the state.

Q. What is the personnel of the

Lodge No. 901, B. P. O. E. have commodious and comfortable club rooms. The Odd Fellows, Red Men and other lodges also have Social Clubs rooms.

LITERARY.

Q. What Literary organizations exist in Petaluma?

A. The Petaluma Woman's Club is the leading organization of this kind. The club has a beautiful home and is a distinct force for the intellectual welfare of our people. The Petaluma Choral Union has about one hundred members who are devotees of Music and the Drama.

NEWSPAPERS.

Q. How many newspapers are published in Petaluma?

A. Three. Morning and evening dailies and a weekly paper devoted to the Poultry Industry.

LOAN ASSOCIATIONS.

Q. Has Petaluma a Building and Loan Association?

A. Yes. Many homes have been built here through this medium.

RENTALS.

Q. Are rentals high?

A. A comfortable five-room bungalow rents for from \$15 to \$17.50 according to location. Larger homes are rented at proportionate rates.

DEMAND FOR HOUSES.

Q. Is there a good demand for houses for rental purposes?

A. There is a constant and steadily increasing demand for modern homes of all kinds. New houses, ex-



The H. T. Fairbanks Home, D Street.

between Petaluma and San Francisco. The road also has branch lines to Two Rock Valley a rich farming section, and to Forestville in the Fruit and Berry belt. (For further information see articles elsewhere.

PASSENGER RATES.

Q. What is the Passenger rate to San Francisco?

A. By rail the fare is \$2.00 for the round trip. The Saturday to Monday fare is \$1.50 for the round trip. Sunday round trip \$1.00. Commutation tickets are still cheaper and there are frequent excursions.

Q. What is the steamer fare?

A. Fifty cents each way.

Q. How long does it take to make the trip from Petaluma to San Francisco.

A. By rail two hours; by steamer about four hours.

FREIGHT RATES

Q. What are the freight rates between Petaluma and San Francisco.

A. The rates vary on various commodities. However, the average rate is about \$1.00 per ton. This extremely low freight rate is due to the fact that Petaluma enjoys direct water transportation. Further information on this subject will be found in other articles in this issue relative to Poultry, Petaluma River and Manufactories.

A MILITARY COMPANY.

Q. Has Petaluma a Military Company?

A. Yes. Co. K, 5th Regt. National Guard of California. A military

company?

A. Ranks with the best companies in the Guard.

SOCIAL LIFE.

Q. What of the social life of the city?



Residence of Mrs. Catherine Brown, D Street.

A Petaluma is distinctly a "social" city. There are many social organizations and card parties and dances are of almost daily occurrence.

CLUBS.

Q. Do any of your lodges maintain Social Club rooms?

A. Several of them do. Petaluma

pecially from four to six rooms, are rented as rapidly as erected, offering a field for profitable investment.

COST OF REAL ESTATE.

Q. Are real estate values high?

A. No. Excellent building lots may be had at from \$10 to \$40 a front foot, depending upon location.

PETALUMA OFFERS SPLENDID INDUCEMENTS AND OPPORTUNITIES TO INDUSTRIAL ENTERPRISES

Q. Is Petaluma a manufacturing center?

A. Yes.

Q. Name some of your factories.

A. Most of them are enumerated on page one and the more important ones are described in special articles in this issue.

Q. Why is Petaluma more favored than other cities as a manufacturing center?

A. There are many reasons. The principal reason is that Petaluma is located at the head of navigation on Petaluma River, thereby assuring the manufacturer low freight rates to San Francisco and other Bay cities, the distributing centers of the Pacific coast.

Q. Are your factories located on the river banks?

A. Some are and some are not, but all are located adjacent thereto.

Q. Can a manufacturer do business more economically in Petaluma than in the larger centers of population?

A. Yes. In the first place the Petaluma Chamber of Commerce will give him a free site, thereby eliminating one of the largest costs to a manufacturer locating in a large city where land values are high.

Q. What other inducements are offered to manufacturers seeking locations at Petaluma?

A. Free city taxes for a period of five years. The Chamber of Commerce is also ready at all times to aid the manufacturer in securing plenty of competent help and to assist him in every way possible.

Q. What other advantages are offered the manufacturer at Petaluma?

A. They may be summed as follows:

(1). Electricity and Gas for Power and fuel at as low rates as can be obtained anywhere in the state.

(2). Freight rates that are so low as to enable the manufacturer to deliver his wares to market as cheaply as though he were located in the manufacturing district in San Francisco. To illustrate: The local shoe factory can deliver a 100 pound case of shoes to any point in San Francisco for forty cents. It is cheaper to lay down goods made in Petaluma on Front street in San Francisco than to deliver goods made on Front street to the residence sections of San Francisco.

(3). Freedom from Industrial strife.

(4). A lower wage scale in most instances because of the ability of employees to live more cheaply.

(5). Openness of location, giving pure air and more light, affords a favorable contrast to the unsavory and crowded conditions of the factory districts of large cities.

(6). The large number of steady and reliable young men and women from good homes in town and country who are available as factory hands greatly simplifies the labor problem. Help which is laid off temporarily does not drift away.

(7). Effectiveness of employees is not impaired by those vitiating influences inseparable from large centers of population.

(8). The manufacturer is here at his best because he finds all things connected with his business conspiring for smooth and successful operations.

Q. Is Petaluma a Union town?

A. Yes.

Q. Have there been "labor troubles" there?

A. No. There has never been a lock-out or a real strike in the history of the city.

Q. Why?

A. Because here employer and employee meet on common ground. Each recognizes the needs and the merits of the other so that they dwell together in peace and harmony, a condition not usually encountered in the large manufacturing centers.

Q. Are there sites available adjacent to both rail and water transportation?

A. Yes.

Q. What conditions are imposed by the Chamber of Commerce upon manufacturers seeking free sites?

A. Continuous operation for five years and the employment of numbers of employees depending upon the value of the site.

Q. When does the manufacturer receive deed to the site?

A. At the expiration of the five-year period provided he has fulfilled the requirements of his agreement in connection therewith.

Q. Have such sites been obtained by manufacturers?

A. Yes.

Q. How large a tract of land is available for a factory site?

A. As large as may be required.

Q. Have the manufacturers locating at Petaluma been successful?

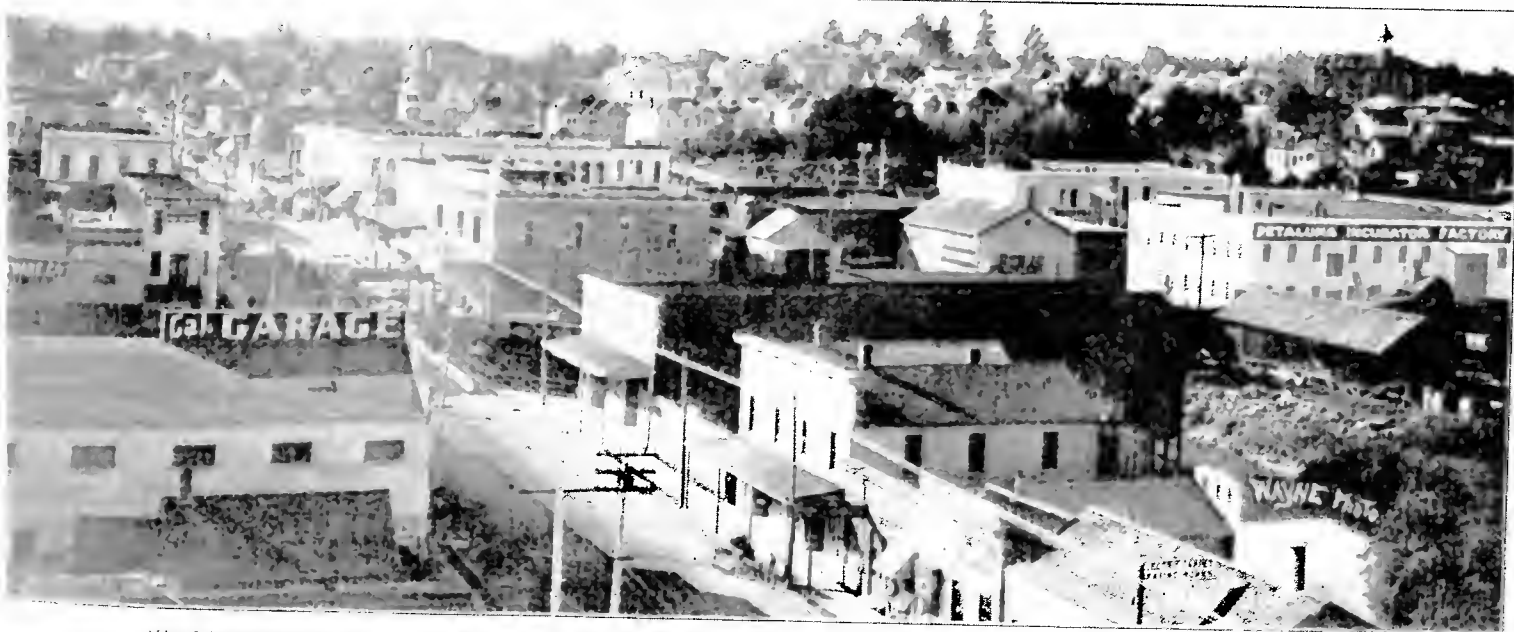
A. Practically without exception.

Q. Is it possible to finance industrial enterprises in Petaluma?

A. Very difficult.

Q. Are your banks liberal in making loans to manufacturers?

A. Yes. After plants are established and in operation liberal loans are made.



Washington Street and a Portion of the Petaluma Business and Manufacturing Section

PETALUMA ANNUALLY SHIPS MILLIONS OF JUST-HATCHED CHICKS TO FAR DISTANT POINTS

An industry that is of recent origin and that brings to Petaluma many thousands of dollars annually is that of hatching and shipping chicks. A few years ago no one dreamed that today we would be taking just-hatched chicks right out of the incubators and shipping them by express to points as far distant as three days travel. Nevertheless this is being done almost daily and in immense volume.

It is impossible to estimate with any degree of accuracy the number of chicks that come out of the incubators in Petaluma and vicinity. A million a year? Yes, and more! Two million. A nearer estimate would be 3,000,000 and even that figure is no danger of being considered extreme.

To Mr. A. E. Bourke must go the credit for conceiving and perfecting the successful method of shipping just-hatched chicks. Mr. Bourke established here the first large hatchery, planning to sell his output to local ranchers. He found a ready market for his product, many of the ranchers being more than pleased to leave the hatching of their chicks to ex-

perts in that line, thereby saving much work, worry and oftentimes severe losses to themselves. Mr. Bourke increased his hatching capacity so rapidly, however, that he was soon producing more chicks than could be sold locally at that time, the idea being new. So he cast about for some manner of disposing of his surplus stock. He made small shipments to poultrymen in various parts of the state as experiments, gradually extending the shipments to points as far distant as points in Washington, Oregon, Utah, Arizona and New Mexico. He had splendid success and his business grew so rapidly that in a few seasons his big plant was booked to capacity months in advance, and his hatchery became one of the show places of the city.

Naturally the success that attended the efforts of the pioneer attracted wide attention with the result that others began hatching and shipping just-hatched chicks. Now there are many such hatcheries in this city and vicinity.

As soon as the chicks are dry they are taken from the incubators and put into light boxes each holding one hundred chicks. The chicks require

no feed or water; in fact they are better off for the enforced fast, as before they are hatched the yolk of the egg enters the abdominal cavity of the chick and sustains it without other food. This way of specializing in the poultry business is a good thing for all concerned. It is profitable for the hatcher and it is very convenient for the person who buys the chicks. The hatcher becomes expert, producing more chicks from the same number of eggs, stronger chicks and chicks that are more likely to make vigorous and productive fowls. The poultry raiser who takes them is spared the investment in incubators and the trials and tribulations incident to running them, especially if he is a beginner, and he can devote all his time to other matters. It certainly is a big lot easier for the beginner with a bad case of "chicken fever" to buy his chicks already hatched than to do the trick himself, and he doesn't have to endure the three weeks of anxiety and suspense while he is waiting for his first hatch. Many old poultry raisers also take very kindly to the idea, being able in this way to increase their flocks much more rapidly than by their own



Fruit and Poultry Farm in Sonoma County

(Courtesy

PETALUMA HAS THE LARGEST HATCHERY IN THE WORLD, HATCHING 900,000 CHICKS ANNUALLY

hatching alone, and some have even sold their incubators, and depend entirely upon the hatchers.

The largest hatchery has a capacity of 225,000 chicks every three weeks.

At this hatchery almost an acre of floor space is covered with incubators and the annual output of chicks is 900,000.

The price at which just-hatched chicks are sold varies with the price of eggs. The range is from 6 to 12¢ a chick.

The hatcheries pay fancy prices for the best hatching eggs, from six to ten cents a dozen above market price being paid by the largest hatcheries. The reason for this is that eggs for hatching purposes must come from sturdy stock; they must be the finest and largest and best shaped eggs obtainable; the flocks producing them must be properly and liberally fed and the eggs must be sorted carefully, only the finest being delivered to the hatcheries. In this

manner the expert poultryman receives a handsome price for his eggs and the hatcheries are enabled to produce fine, healthy chicks.

The per-centage of death in shipments of just-hatched chicks is very small. It is not only not extraordinary but quite common for shippers to score 100 per cent. in such shipments even to the most distant points.

Free factory sites at Petaluma.

The Petaluma & Santa Rosa Railway Company Operates Electric Railway and Steamer Service

Petaluma has always been an important shipping point, even from the earliest days of its history. In the earlier days, way back in the 60's, hay constituted one of the big items of outbound freight, an immense tonnage being shipped by water to the San Francisco market. It has always been the proud boast of the citizens of this city that through the operation of water transportation Petaluma has always enjoyed the most favorable freight rates.

For the past eleven years the Petaluma and Santa Rosa Railway Company has maintained regular steamer service between Petaluma and San

Francisco, providing excellent service for both freight and passenger traffic. The company was organized in 1904 and built a modern electric line from Petaluma through Sebastopol to Forestville and another line from Sebastopol to Santa Rosa. A couple of years ago an extension was made from Liberty, a point on the main line five miles north of this city, to Two Rock, tapping the famous Two Rock district where are located some of the largest poultry ranches in the world as well as numerous other farming and ranching activities. The company now operates 37 1-2 miles of railroad and 39 miles by water. Coincident with the construction of the electric road and supplementing the service which it gave the Company

acquired the Steamer Gold which had been operating between Petaluma and San Francisco for several years and established direct service by rail and water from all points on its line. The increased steamer business resulting from the construction of the railroad soon necessitated putting another steamer in service, and for several years another steamer was chartered, but in 1910 the company purchased the Steamer Resolute, and after remodeling same re-christened her as the "Petaluma" and placed her in service in conjunction with the "Gold", each making a round trip daily.

she has cargo capacity equal to that of the "Gold" and the old "Petaluma" combined and is fitted up with fine accommodations for passenger traffic as well.

March 7, 1911, the Petaluma and Santa Rosa Railway Company entered into a traffic agreement with the Western Pacific Railway Company, which gave Petaluma the benefit of a competing trans-continental freight line.

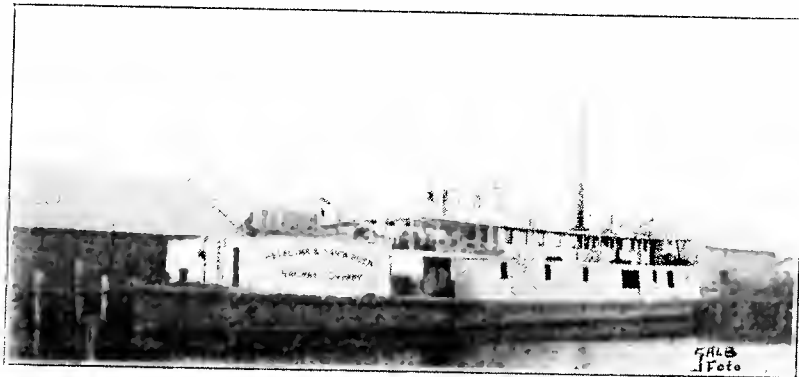
From the inception, the policy of the management of the Petaluma and Santa Rosa Railway Company has been one of helpful and kindly co-operation in promoting the development of the rich and growing district which it serves and leaving no stone unturned to make their service in every department all that it should be.

As a result the company enjoys the universal goodwill, confidence and esteem of the business men and citizens in the various cities and towns which its service reaches and it is a well recognized fact that a large part of the splendid increase in population and land values along the line of the Petaluma & Santa Rosa Railway is due to the character of the service rendered by the company.

No factor of development has played the part in the past that has been conceded to electrical rapid transit systems. They have injected new vim and energy into old communities and they have caused new sections of the West to spring forward with such tremendous strides that one wonders what character of alchemy has been used.

Cold, hard comparisons tell the story, and these show that the cities, towns and villages, fully as well endowed by nature, have fallen back in population when placed alongside of the census returns from the cities, towns and villages that have acquired electrical rapid transit connections with the farming districts as well as their neighboring cities.

The general offices, headquarters and shops of the Petaluma & Santa Rosa Railway Company are maintained in Petaluma and the company has a considerable payroll here which is another valuable feature in its relation to the progress and advancement of the city.



Petaluma & Santa Rosa Railway Company's New Steamer Petaluma.

Francisco, providing excellent service for both freight and passenger traffic.

The company was organized in 1904 and built a modern electric line from Petaluma through Sebastopol to Forestville and another line from Sebastopol to Santa Rosa. A couple of years ago an extension was made from Liberty, a point on the main line five miles north of this city, to Two Rock, tapping the famous Two Rock district where are located some of the largest poultry ranches in the world as well as numerous other farming and ranching activities. The company now operates 37 1-2 miles of railroad and 39 miles by water. Coincident with the construction of the electric road and supplementing the service which it gave the Company

On March 22, 1914 the "Petaluma" was burned at the company's dock in this city.

It is worthy of note in this connection that notwithstanding the "Petaluma" had a heavy cargo aboard, all of which was destroyed, the company paid all claims in full promptly, cheerfully and without contest. Work was immediately started on a new steamer to replace the one destroyed and on February 2nd of this year the new Steamer Petaluma was placed in service.

She carries flags presented by the citizens of this city in recognition of the steamer being christened with the name of the city.

The new Steamer Petaluma is much larger than her predecessor, in fact

SONOMA COUNTY, THE HOME OF LUTHER BURBANK, LEADS THE STATE IN VOLUME AND DIVERSITY OF PRODUCTS

Sonoma County is the second county north of San Francisco Bay on the shore of the Pacific Ocean. It is the seventh county in size in California, with an area of 1,620 square miles, or approximately the same as that of the state of Rhode Island. It has an ocean coast line of sixty miles, with several small bays upon which are located ports of call for ocean-going vessels, thus giving it an outlet by sea for its products. To the southeast it borders for twenty miles on San Pablo Bay an arm of San Francisco Bay, and from this body of water the Petaluma River, a navigable stream, extends to well within the heart of the county. Added to this easy means of water communication with its markets is an excellent system of railways, both electric and steam, that will be treated of in detail elsewhere.

Upon its formation in 1850 as a political subdivision of the state, Sonoma County had a population of but 560, but its growth has been normal, showing an increase of from twenty to fifty per cent. each decade.

The assessed valuation of the county is \$40,000,000.

The population of Sonoma County is 50,000.

In all, the county has over 200,000 acres of valley land with a rich soil, largely of black loam, and a similar area of rolling or tableland of sandy, alluvial soil. As much again is foothill land, suitable for orchards and vineyards, while of the mountain land there is no less than 200,000 acres adapted to grazing or convertible into vineyards, and 200,000 acres of standing timber.

Historically, Sonoma County has an important place in California annals. At Sonoma City stands the northmost chain of the California missions, and at Fort Ross are the ruins of the little church built in 1811 for the Russian garrison stationed there. It was at Fort Ross that the Russians and Spanish met. At Sonoma City is the home of General Vallejo and the plaza where in 1846 Fremont raised the Bear Flag of the California Republic, since adopted as the state flag of California. Under Russian, Mexican and Spanish rule, as an independent republic, and, finally, under the American banner Sonoma County has had five distinct flags. Its history, however, has always been one of progress.

Five miles out of Petaluma stands the old adobe fort that was the headquarters of General Vallejo, and this and many of the other landmarks that still remain have been taken over and are being preserved by patriotic organizations.

PRODUCTIVITY

Probably no county in America or similar area anywhere in the world contains such a variety of soil and

climate as Sonoma County, yet is so uniformly productive. There is not an irrigation ditch in the county, yet there has never been a crop failure, the very diversity of products preventing the possibility of an adverse effect upon the county even in a "bad year" for any particular staple. Practically all products of the temperature and semitropic zones are possible, and it is said that if Sonoma County were to be cut off from all communication with the outside world it could yet sustain itself upon its resources with all the luxury of diversified living.

The chief industries of the county include horticulture, viticulture, dairying, hop growing, farming, poultry raising, stock raising and manufacturing. The products of the soil reach an annual value of many millions of dollars.

Sonoma County leads the state in poultry products, dry wines and grapes, hops and berries. Its dry wine district is the largest in America, and the city of Petaluma and the adjacent territory form the largest poultry center in the world. It is one of the principal producing districts in the county for hops, its apples and prunes rank among the best grown anywhere and high up in the record of output, its berries give the state its chief supply, and for horticulture and general farming it is unsurpassed.

Every month is "harvest time" in Sonoma County. In January there are the olives, in February the oranges and in March the early shipments of strawberries. Cherries are ripe in April, and in May come the apricots and the very height of the berry season. The haying season falls in June, while with July come the deciduous fruits and with August the famous Gravenstein apples. September and October find the harvesters busy in the vineyards and hop fields, and the calendar year is filled out with the harvest of late apples and nuts.

The county assessor's report shows that of the 992,000 acres in the county, 150,000 are under cultivation without irrigation. There are 25,000 acres in orchards. There are 20,000 acres in vineyards.

Seventy thousand acres are in grain and hay, with 650 acres of alfalfa and 10,000 acres are planted to berries, 4,000 acres to hops, 265 acres to olives and 100 acres to citrus fruits. The pasturage area is 200,000 acres and another 200,000 acres is in timber. During a single year covered by this report 223,714 fruit trees were shipped into the county.

If a test were needed of the productive possibilities of Sonoma County it might quickly be offered in this one fact:

Sonoma County is the home of Luther Burbank, "The Plant Wizard."

Here, after a long search for that combination of natural conditions most favorable to the carrying out of the experiments with growing things that have since made him famous, Burbank twenty-two years ago found his ideal and has ever since lived in this county and Sonoma County has been his outdoor laboratory.

Another proof of productiveness is the high degree of specialization existing, for while the average of general productiveness is excellent in all parts of the country, each district has its peculiar advantage and excels in some particular product. Each of the chief urban centers of the county is noted for its own specialty.

Petaluma is the world's greatest poultry center, and a manufacturing and shipping city of importance. The name of Sebastopol is almost synonymous with the Gravenstein apple and the berries for which it and the adjacent Gold Ridge district are famous. Sonoma City lies in the vineyard region, but also has its orchards. Healdsburg is the home of the prune and is surrounded by orchards, vineyards and hop fields. Cloverdale is the citrus fruit center, with grape growing and stock raising in addition. Finally there is the coast region, centering about Guerneville, with its important dairying, timbering and orchard industries and summer resorts.

CLIMATE.

There are two essential considerations, the importance of which cannot be over-estimated in the summing up of conditions in any locality: these are soil and climate. The man who seeks a new home, as a rule, seeks more than a place where agricultural possibilities are measured merely by the fertility of the soil. He naturally selects that locality which offers the most in climate comfort. Soil and climate are the chief factors in the wealth and prosperity of Sonoma County.

With its stretch of seacoast where fogs and winds prevail at certain seasons, its wooded mountain ranges and its sheltered valleys, the county has that diversity of climate which gives it such great variety in its products and makes it an empire unto itself. Yet with all the variety that prevails, the climate throughout is equable and official observations covering a long period of years show that the difference in rainfall and temperature, taken the year round, is very slight as between different portions of the county.

The average yearly temperature of Sonoma County may be compared with that of the famed Riviera, the average temperature of which is about sixty degrees. The Sonoma County average, based on observations covering a period of several years, is fifty-six and eight-tenths degrees.

FOURTEEN MILES OF PETALUMA'S STREETS ARE MACADAMIZED AND CEMENT WALKS LAID

JULY 11, 1907, The Argus issued a Development Edition in which was set forth facts and figures relative to the development of this city and vicinity up to that time. In the preparation of the general article on Petaluma's more recent development this date will be used as a basis and an effort will be made to enumerate the more important improvements that have marked the past eight years. It will be quite impossible to do more than "hit the high places" in such an article, but, even so, the list of accomplishments will be a long one and will serve to hearten and encourage our own people and to give the distant reader some idea of the progressive lines along which we are working.

Municipal Accomplishments.

New City Charter adopted providing for a strictly modern form of government.

Municipal Rock Crusher purchased and placed in operation effecting a great saving in street work.

Kenilworth Park, comprising sixty-three acres, purchased.

"Twelve Miles of Improved Streets and Fourteen and One-half miles of Cement Sidewalks" is one of the headings appearing in the 1907 edition of the Argus. Since that time approximately two additional miles of streets have been Macadamized and a similar mileage of cement sidewalks laid. More than seventy-five percent of the streets of the city are now improved and sidewalks laid.

Streets of the business section paved throughout with asphalt.

In 1907 the fire fighting facilities of the city consisted of hand-drawn volunteer fire apparatus. For particulars of the progress that has been made in this line reference is made to an illustrated article elsewhere in this issue.

Twelve-ton steam propelled roller purchased for use in street work. An additional five-ton street roller has also been purchased.

Splendid concrete-wide bridges built across Thompson Creek at Sixth Street and Eighth Street.

Names of streets set in the cement walks at each street intersection.

One of the most striking of the recent Municipal accomplishments was the building of a new jaw-type Bascule bridge across the river at Washington street at a cost of about \$23,000 and the dredging of the river north of the bridge extending the head of navigation some 300 yards in that direction. The contract is about to be let by the Council for additional dredging above the bridge that will make a further extension of

Fire alarm system rebuilt along modern lines.

Old volunteer fire department abolished and a paid department substituted.

System of street lighting extended and improved in the residence sections of the city.

Many streets oiled.

Bulkheads built at junctions of H and G streets with the river.

Many new sewers laid.

Special sewer built to carry off refuse from the Lachman & Jacobi winery.

Two light and power companies re-



The New Baptist Church

navigation in that direction. Other river improvements are mentioned elsewhere in this article.

New uniforms provided for the police.

Hot Mixer provided for oiling the streets.

The work of improving the various city parks begun by the installation of playground apparatus.

One of the notable bits of street improvement was the big fill made in Keller street north from Oak.

Many new fire alarm boxes installed.

quired by ordinance to adopt the joint-pole system.

Douglas street to be opened from Post to Fair street.

Opening of Fair street from B to D street.

Electrolier system of lighting the business section of the city inaugurated by the letting of a contract for electroliers along Washington street from the N. W. P. depot to Main street.

Washington street improved from the N. W. P. Depot to Main street at a cost of approximately \$20,000. This



Home of J. W. Elder, A and Sixth Streets.



Home of Mrs. H. A. Brown, D Street.

PETALUMA RIVER TO BE DEEPEINED, WIDENED AND STRAIGHTENED BY THE FEDERAL GOVERNMENT

work was completed in August, 1915, the money for the work having been provided by the issuance of bonds. East Washington Street between the points named, is the most important thoroughfare in the city. Many years ago it was paved with basalt blocks. Later these were covered with asphalt which proved unsatisfactory and had to be taken up. As now improved with a solid concrete base and asphalt top, it should prove a permanent improvement.

School Accomplishments.

The most recent and striking "school accomplishment" that has marked the period since 1907 is the erection of a new High School building reported in detail elsewhere in this issue. During this period, also, the Lincoln Primary School building in East Petaluma were erected. Since 1907 the attendance at the public schools has just about doubled. During this period also, at a special election held for that purpose, the territory embraced in Petaluma School District was extended so as to include much territory lying without the corporate limits of the city. In fact, the schools of the city have kept pace with the progress that has marked municipal and private affairs. The city's schools now comprise five school buildings exclusive of the new high school.

River Accomplishments.

Wonderful strides have been made in river improvement since the last development edition of the Argus went to press. In fact, more has been accomplished along this line during the past two or three years than had been accomplished in all the years of the city's history. Briefly these improvements are:

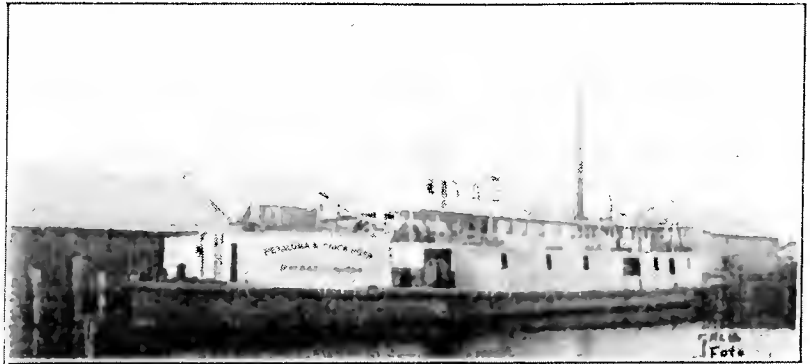
The building of wharves along the west bank of the river and the improvement of Water street from Washington street to Western avenue. Similar wharves are soon to be built and street improvements made along the east bank of the river a similar distance.

The installation of a new jaw-type

basculer bridge, electrically operated, across the river at Washington street.

The making of the cut above the bridge extending the head of navigation several hundred yards and supplying wharfage to many business establishments. Another cut is about

from Petaluma to San Pablo Bay. Several large bends are to be eliminated, greatly reducing the distance and working a wonderful improvement in navigation. Under present conditions coastwise vessels of light draught now land their cargoes at the



Petaluma & Santa Rosa Railway Company's New Steamer Petaluma.

to be made, creating a further extension of the head of navigation in this direction.

Many other smaller improvements have also been made, such as the building of bulkheads, straightening the banks of the river below the Washington street bridge, dredging, etc.

Future of the River.

While these improvements have been in progress, an even more important work has been under way—paving the way for the securing of a large appropriation for river improvement from the Federal government. Using the river statistics compiled by City Wharfinger J. W. Studdert (quoted elsewhere in this issue) as a basis, our people have succeeded in gaining the ear of congress to such purpose that it is practically certain that at an early date the desired appropriation will be made. The Federal project embraces the straightening and deepening of the channel

wharves in business sections of the city. After the improvements contemplated by the Federal government, (having the approval of the engineers of the War Department as well as of the Rivers and Harbors Committee of Congress) have been made, vessels of much larger draught will be enabled to visit this port and navigation conditions will be so improved as to make for a vast increase in the volume of shipping on the stream. In August, 1915, many of the members of the Rivers and Harbors Committee, including Chairman Sparkman, spent a day here and inspected our river problem with the result that they were so impressed with the immense volume of traffic on the river and its importance in a commercial way to this whole section of the state that they gave assurance that Congress would appropriate funds of the Federal Government for the desired improvements.

Another important project that has



Scene on Petaluma River in the Heart of the Business Section.

THE LIST OF ACCOMPLISHMENTS BY AND FOR PETALUMA DURING THE PAST FEW YEARS IS A LONG ONE

been undertaken by the City Council is the acquirement of the land necessary for the creation of a large basin in the river in the rear of the plant of the Golden Eagle Milling Co. When this project shall have been realized, congestion of shipping in the river now of frequent occurrence, will have been overcome and, besides, there will be a resultant beautification of the River in that section.

General Accomplishments.

Extension of the Petaluma and Santa Rosa Railway to the Two Rock Valley.

The building of a new depot and the improvement and beautification of its Petaluma Reservation by the Northwestern Pacific Railway.

The building and launching of the new steamer Petaluma by the Petaluma and Santa Rosa Railway Co.

Increasing of the storage capacity of dams conserving water supply for the city and the installation of a meter system, thereby providing an abundance of good water for the present and future needs of the city.

The building and equipment of the new home of the Petaluma Woman's Club.

The building of an addition to the Congregational Church.

The building of an addition to the Methodist Episcopal Church—the present Sunday School Room.

The completion of the new Baptist church.

The erection of the new brick building by Geo. P. McNear on the west side of Main street above Hill Plaza.

Splendid improvements to the interior of the Petaluma National bank and the installation of new fixtures.

Many store fronts modernized.

The erection of the McNear building on lower Main street, including the Mystic theater.

The erection of the new Maclay building on Main street, including the Gem theater.

the Continental Hotel and cement finish given to the entire frontage. Hotel interior remodeled and modernized.

The erection and equipment of the new home of the Petaluma Swiss American Bank on Kentucky street.



The Congregational Church.

The completion of the McNear building at C and Third streets and the Schluckebier building on Kentucky street, occupied by Mattei Bros. and the telephone exchange.

Two large brick additions built to

The remodeling of the Odd Fellows building on Main street.

The erection of the new McNear buildings on the East side of Kentucky street south from the Doyle buildings.



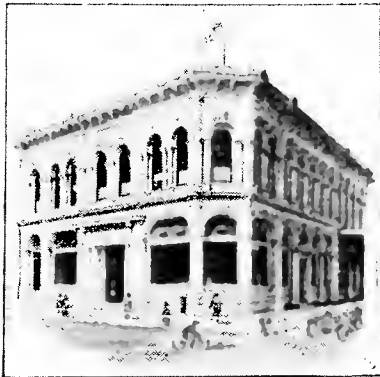
Main Street North from a Point Just below Western Avenue.

MANY SPLENDID NEW BUSINESS BLOCKS AND HUNDREDS OF NEW HOMES HAVE BEEN BUILT

The erection of the Prince building at the corner of Western Avenue and Kentucky streets.

The erection of the three-story brick Van Marter building on Western avenue.

The remodeling and modernizing of the Sonoma County National Bank building and the installation of new and modern bank furniture.



Sonoma County National Bank

The erection of the O'Brien-Hall building on Main street, occupied by the Independent Garage.

The erection of the new Schluckebier-Gwinn building on Kentucky street near the city hall.

The erection of the new business block by Geo. P. McNear on the east side of Third street between B and C.

The erection of the new sub-station for the Pacific Gas and Electric Company on First street.

The erection of the new sub-station for the Great Western Power Company in East Petaluma.

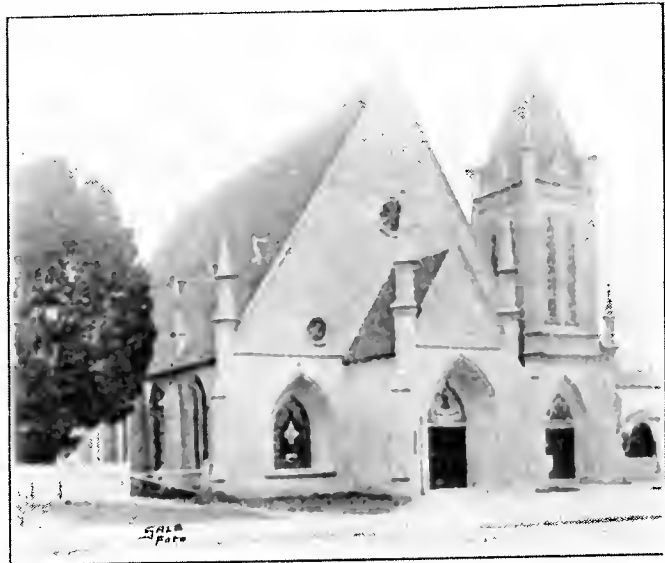
Many new warehouses built along the river.

The installation of the new plant of the Shell Oil Company, adjoining the city limits on the south.

The building of a large brick addition to the plant of the Western Refrigerating Company.

The erection of the Hammell garage on Main street near Oak.

Large addition built to the plant of the Corliss Gas Engine Company, greatly increasing the capacity of the plant.



The Methodist Episcopal Church.

Many new wharves built along the river by corporations and private parties.

The erection of the new brick building at the corner of Washington and Keller streets.

The building of a large addition to the Golden Eagle Milling Company's plant.

The erection of a new brick building on Washington street for the Petaluma Steam Laundry.

The erection of the East Petaluma Hotel building.

The erection of the Ravenscroft building on Kentucky street, now owned by Chris Riewerts.

The remodeling of the Temple building on the west side of Kentucky street.

The erection of the Gossage building on Lower Main street.

The erection of the Sweed building at the corner of Third and B streets.



Kentucky Street North from a Point Just Below Western Avenue.

THE POPULATION OF PETALUMA SHOWS A GAIN OF OVER ONE HUNDRED PERCENT IN EIGHT YEARS

Cement exterior applied to the Miller Building at Main and Washington streets to the Carpenter building at Washington and Kentucky streets.

The rebuilding and enlargement of the Mill of the Camm & Hedges Company and the erection of a new office building for the same company.

The erection of the new brick building on East Washington street by the Cavanagh Lumber Company.

Rodehaver building on Upper Main street rebuilt.

The remodeling and practical rebuilding of the Christian Church.



First Christian Church.

The erection of the Rodehaver brick buildings on Keller street between Washington street and Western avenue.

Hundreds of new homes and houses for renting purposes have been built.

The erection of a parsonage for the Methodist Episcopal Church, South.

The purchase of a parsonage by the Congregational Church.

The erection of a splendid new Parochial residence by St. Vincent's Church.

The enlargement of the plant of the Standard Oil Company.

The enlargement of the plant of the Lachman & Jacobi Winery by the erection of several large brick buildings.

The erection of a Parsonage for the German Evangelical Church.

1907 to practically 10,000,000 dozen (this refers to eggs shipped) in 1915. In the same period the production of poultry increased from 39,000 dozen to practically 90,000 dozen.



Prince Building, Western Avenue at Kentucky St.

The erection of the New German Luthern Church at Fifth and G streets.

The Poultry Industry.

During the period covered by this article the growth of the Poultry Industry has been most remarkable, the production of eggs having increased from 4,500,000 dozen in

Population Increase.

The population of the city of Petaluma in 1907 was less than 4,000. The census of 1910 gave the city a population of a little less than six thousand and today it is estimated that the population of the city is about seven thousand an increase of over 100 per cent.



Junction of Liberty and Howard Streets, St. Vincent's Church in the Foreground.

PETALUMA'S FIRE FIGHTING EQUIPMENT IS A GUARANTEE AGAINST SERIOUS CONFLAGRATIONS

The Petaluma Fire Department the central station of which is at the city hall, consists of two fully paid engineers and driver, salaried chief and Assistant Chief, and thirteen call men including two electricians.

R. S. Adams is the Chief and H. J. Myers is assistant. Floyd G. Drake and Ben Benoit are engineers and drivers on constant duty and E. Conruff is Captain of the call force.

M. O. Torr, Chairman of the Finance Committee of the City Council, is by virtue of such office, ex-officio Chairman of the Board of Fire Commissioners, the other members of the board being O. J. Cline, R. S. Adams, G. B. Rodd and Wm. Colbert.

The modern apparatus consists of two auto propelled trucks, modern and up-to-date, electrically lighted, self started and perfectly equipped. There are a Nott triple combination chemical, hose wagon and pump. The pump capacity is 600 gallons per minute, hose carrying capacity, 1100 feet. It is a four cylinder machine of 99 horse power with one 40 gallon chemical tank, several portables, beside Pyrene and Richmond dry, also ladders, search lights, etc.

The second machine is a White combination hose and chemical with double forty gallon tanks, 1100 feet of hose, and perfect equipment of ladders, door openers, inhalers, axes, lanterns, etc. It is a six cylinder, electrically started and lighted car of 60 horse power.

The alarm system is a modern Gamewell plant with 20 boxes besides modern switch board, storage battery plant, electrical charging plant, etc. There are four circuits of alarm

wire in charge of two electricians, and this plant is in perfect shape.

The department has about 4,000 feet of hose and will at once buy 1,000 feet more in addition to 200 feet of 1 1-2 inch hose and several

ready to help at all times. Two of the companies own their own houses and apparatus.

Scattered about the city are four old time hand propelled hose reels, equipped with hose and there is in



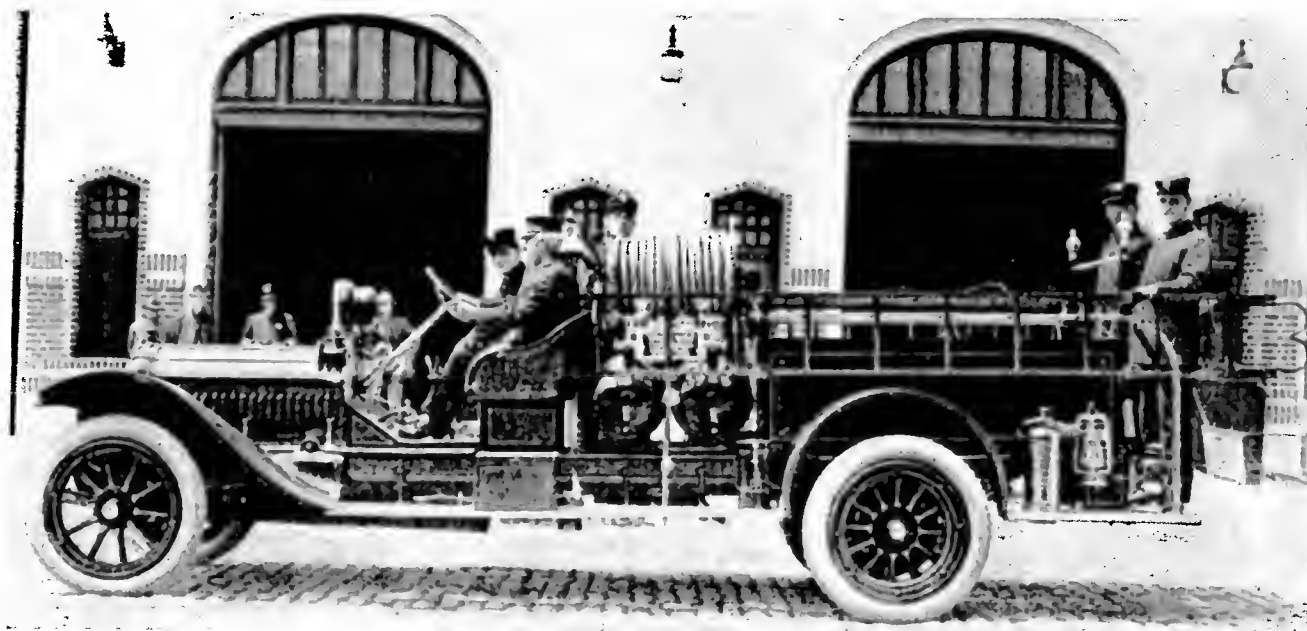
Nott Triple Combination Chemical, Hose Wagon and Pump.

new alarm boxes. Tappers are installed in the homes of the officers as well as their places of business, and in the homes of the Call men.

The efficient volunteer department after many years of valuable service has been mustered out, officially, but the companies still retain their organizations and apparatus and are

reserve an old hand pump still in good working order, a horse propelled hose wagon and quick-hitch outfit, and several pieces of smaller apparatus.

The city is to purchase the splendid Hays truck of the Hook & Ladder Company, which is perfectly equipped and will either motorize it or buy a



White Combination Hose and Chemical Engine.

PETALUMA'S FIRE DEPARTMENT HAS AMPLE EQUIPMENT AND A MODERN FIRE ALARM SYSTEM

modern motor service truck of small size.

Several local institutions have costly fire alarm protection plants connected with the main system and the Lychnan & Jacobi winery has an efficient fire fighting plant which in an emergency could be used in connection with the city plant as has been done on several occasions.

The fire ordinances of the city are unusually strict and are enforced to the letter, the officers believing that an ounce of prevention is better than a pound of cure. This is the reason there are so few fires here.

It is a fact that Petaluma's Fire Department is one of the finest in the state, and is better than many cities, several times the size of Petaluma.

Speed and efficiency are the main attributes and the firemen are always on the job as the small fire losses show. Hydrants and stand pipes are well scattered through the city, with the river to draw from when necessary. On main alarm bell electrically operated and a steam whistle are in us for alarm purposes.

The Salb Studio One of Most Popular and Best Equipped in Sonoma County

Most all of the views and portraits shown in this Development Number of the Argus are the product of Salb's Photo Studio at 170 Main Street, and they speak for themselves. The writer has had occasion in the past six or seven years to become familiar with the equipment and the product of leading photo studio's in many cities and towns along the Pacific Coast and has found in no town of Petaluma's size, or double its size for that matter, a more modernly equipped studio than that of Mr.

faction to his customers, plus a very earnest desire and determination to do just that, Mr. Salb has built up a noteworthy success.

His handsomely appointed display, reception and operating rooms on the second floor of the Wickersham building contain every modern facility for prompt service and in the conduct of the business he is ably assisted by Mrs. Salb who is in constant attendance at the studio.

Armed with practically a life time of experience in photography, which included fifteen years operation of studio's in the east and in California, Mr. Salb brought with him to Petaluma the essential elements for success.

He is not simply a photographer, but in the strictest sense of the word, is an artist. The character, personality and individuality put into his work produces results which please and satisfy the most discriminating tastes, and this, together with the fact that he attends very closely, diligently and energetically to his business, has made his commendable success possible.

Dependability, or in other words, the positive assurance that one's orders will be promptly, efficiently and satisfactorily executed, is quite as desirable and necessary an essential to permanent success in this business as in any other that the writer can think of, and in these features as well as many others, Salb's Studio excels.

Petaluma has a live and active Chamber of Commerce which issues illustrated pamphlets with reliable information about Petaluma and Sonoma county industries, climate, soil, etc., mailed free on application to the Chamber of Commerce, Petaluma, Cal.

Petaluma has one of the largest Poultry fattening plants of the state. The plant has a capacity of ten thousand head of poultry and it is not uncommon to see the plant being operated to capacity. The chickens are placed in compartments and fed fattening foods for about two weeks when they are ready for the market.

Real Estate

See these Special Bargains and Easy Terms.

Eggs will soon be selling for 50c and 55c per dozen at Petaluma. Get located now and make money this winter, when eggs are high in price.

\$150—Cash and \$15 per month buys a modern 4-room and bath cottage, with electric lights, city gas and water; room and runs for 400 chickens. Within city limits. Raise poultry and work in Petaluma on the side, is a good combination to get started No. 15.

\$250—Cash and \$20 per month buys 9-acres level garden soil. Modern cottage and bath; well, and tank, barn and outbuildings; room and runs for 2000 to 3000 chickens. A big money maker. Immediate possession. No. 23.

\$300—Cash and \$20 per month buys 7 acres, wooded rolling land, 6-room modern cottage; brooder and poultry buildings for 2000 chickens. An ideal and profitable home and poultry ranch only three miles from Petaluma on Main County Road, adjoining good public school. No. 8.

\$200—Per acre for good new vacant land, suitable for poultry, fruit and garden. No cash down if you will put up your own improvements. No. 1.

Exchanges Made

Between Petaluma, Sonoma County, San Francisco and Bay Real Estate. Let us know what you have and what you want. Twenty years experience at Petaluma. Get our Large Free List

J. W. Horn Co.

170 Main St., Petaluma, Phone 81 J
676 Market St., San Francisco, Cal.



Albert Salb.

Albert Salb, or one turning out a higher grade of work, both in portraiture and view work.

Evidently the writer's opinion is shared by most all Petaluman's for within the two and a half years since Salb's Studio was established here it has become the leading and most popular business of its kind in the city.

With every facility for giving satis-

Petaluma Business Men Pull Together and

A. W. Horwege, Mayor of the City of Petaluma.



A man of strong convictions, with well founded opinions of his own, but broad minded and liberal in his views, his fidelity to the duties of the Mayor's office has earned for Mr. Horwege the unanimous confidence, esteem and respect of the citizens of this city.

He is now serving his second term. He has been called upon repeatedly to solve questions of vital importance to the city, and has never hesitated in doing what he believed to be the best thing for the whole people, and has given the city a clean, honest, clear-cut, businesslike and progressive administration during his incumbency. Mr. Horwege operates a saddle tree factory at 511 Jefferson Street, where he has been established for many years, his product being shipped to all parts of the country.

David Gutermute, Paint Dealer and Contractor.



An old established and popular business house is that of Mr. David Gutermute, in the basement of Miller Building, corner Washington and Main Street, which in the twenty-five years of its business history has made a firm place in the confidence, good will and

patronage of the public. A large stock of paints, glass, wall paper, etc., is carried by the firm. A master of the art of painting and interior decorating himself, Mr. Gutermute has handled much of the city's finest work in this line and scores of our best homes, business and public structures exemplify the novel, tasteful and artistic effects which he has produced. He is the recognized leader in his line.



Panoramic View of Petaluma Taken from

Neil & Gray, Quality Grocers.

The opportunities for achieving commercial success in Petaluma when the character of the goods, service, and management are such as to merit it, is fittingly illustrated in the splendid business this firm has built up.



D. J. Neil

Neil & Gray call themselves "Quality Grocers," and live up to the name. "Quality Grocers," as the term is applied to this firm, means the purest, the freshest, the most appetizing of everything in the way of staple groceries, fruits and vegetables.

"Quality Service" means courteous, efficient and accommodating clerks, prompt deliveries, the lowest prices consistent with high quality goods, plus the painstaking personal attention and endeavor of both proprietors to the end that every patron may be thoroughly and

completely satisfied. Nothing is permitted to leave their store that is not ABSOLUTELY GUARANTEED.

The spick and span cleanness of the Neil & Gray store at 101 Kentucky Street, the up-to-date, attractive and tempting manner in which the big stock is displayed, presents a most inviting scene to the visitor and shopper, and this store has been, and is, a prime factor in reducing the so-called "higher cost of living" in Petaluma and the territory from which it draws trade.



H. C. Gray

Thus we have an example of commercial progress most commendable, for everybody must buy groceries, somewhere, and anything that tends to improve the quality and increase the quantity available for a stated sum is of advantage to the entire community.

Petaluma is the Center of The Dairy Industry.

In the vicinity of Petaluma the Dairy Industry ranks well up with the Poultry industry. Within a few miles of Petaluma, in both Sonoma and Northern Marin county, there are many large Dairy Farms. The milk, cream and butter from these farms is marketed in Petaluma. There are three large creameries in the city and many other smaller ones in the vicinity.

In dairy products, Sonoma County ranks well up among the leading counties of the state. Since 1900, the average butter production of the county has been 2,940,997 pounds annually, keeping it among the first five or six counties of the state, and several times it has been second or third in point of production.

Along the coast is the district in which dairying predominates. Even in the interior valleys, however, conditions are excellent. Green feed is at hand the year around, and it is estimated that the cost of maintaining a dairy herd is only fifty per



Lippitt & Lippitt

ATTORNEYS
AT LAW

Mutual Relief Building

Petaluma - - - California



View from an Elevation on the Hills West of the City.

Beauregard & Brunson, Undertakers

Though a new firm in Petaluma Beauregard & Brunson have established a reputation for maintaining a class of service that is rapidly placing the firm in the front ranks of their profession.



J. B. Beauregard has been in the undertaking business here something over a year, having come here from Massachusetts, where he was engaged in that business for fifteen years.

Mr. F. L. Brunson is also an undertaker of many years experience and had been a resident of Petaluma for ten years prior to forming his present business connection last April. Hence both members of the firm are highly skilled men in their profession, knowing what it takes to constitute high class service and with a desire to make their service all that it

should be. Both are Licensed Embalmers.

It is a source of much satisfaction to bereaved relatives to know that every detail of expert attention is assured in the execution of instructions and without anxiety or personal supervision of the bereaved, and that the duties devolving upon the undertaker will be performed skillfully, painstakingly and tactfully.

Beauregard & Brunson's undertaking rooms at 204 Washington St., are equipped with every facility for efficient service, numerous improvements having been made since they took over the business. The services of a lady assistant are always available. This firm, although comparatively new in the local field, already commands the confidence of the people and the outlook is for a prosperous future.



F. L. Brunson

Mead O. Torr, Member of The Council.

Mr. Torr is a member of the Street Committee and President of the Board of Fire Commissioners. He is in his third year of service and stands strongly for street improvements and general civic improvements and betterments; for a progressive administration of city affairs; but strongest of all efficiency in every department of city's activities.



Mr. Torr is proprietor of the Bushorn Barber Shop at 29 Main Street which he has owned and operated the same location for 16 years, building up one of the leading businesses of its kind in this city, of which has been a resident for 33 years, ever since 1882.

Dr. H. B. Wintringham, Veterinarian Surgeon.

The Veterinary Surgeon who is properly equipped for the practice of his profession is recognized now-a-days as one of the most valuable members of the skilled professions. In this column we show a portrait of one of Petaluma's leading Veterinarian's, Dr. H. B. Wintringham, whose office and veterinary Hospital is at 118 Western Avenue.



Dr. Wintringham, in the 15 months of his professional career in Petaluma has unqualifiedly made good, building up a large and growing practice. He secured his training at the University of California and the San Francisco Veterinary College and is recognized as highly qualified and successful in the treatment of all kinds of diseases of animals. Dr. Wintringham is also Veterinary Editor for the Pacific Rural Press.



Residence Section of Petaluma.

cent. of the same cost to the Eastern dairyman.

An average daily yield of twenty pounds of milk per head and an annual production of butter fat which amounts to 175 pounds per cow may be relied upon, the standard prices for milk being about twelve and a half cents a gallon and for butter fat thirty-two and a half cents per pound. Cash markets prevail.

Five acres of range land per head are needed to properly maintain a herd. No government land is available, but suitable range land may be rented for \$2.50 an acre or purchased at from \$25 to \$100.

Petaluma has an electric railway system which unites the cities around Petaluma and with San Francisco Bay which materially enhances the value of Sonoma County property and insures quick, cheap transportation to San Francisco and the markets of the world.

The average rainfall at Petaluma for the past fifteen years is 20.05 inches.

Petaluma has 12 churches and a \$20,000 Carnegie library building and a free public library.

Fred S. Howell

**Attorney at Law
Notary Public**

41 Main Street

Petaluma - - - California

PETALUMA'S BUSINESS AND PROFESSIONAL MEN ARE EVER READY TO FOSTER THE CITY'S INTERESTS

F. A. Meyer, Attorney at Law



To Mr. F. A. Meyer belongs the distinction of being the oldest established attorney in Petaluma, he having begun the practice of his profession here twenty-nine years ago, or in 1886.

He is recognized as one of Sonoma County's

most able attorneys and has one of the largest practices in this section of the state.

Apart from the success which he has achieved in his profession Mr. Meyer occupies a prominent position in financial circles, being Vice-President and a Director of the Sonoma County National Bank, a position which he has held for many years.

Mr. Meyer has a suite of well appointed offices in the Petaluma National Bank Building.

Geary's Pharmacy



Mr. W. F. Geary acquired his present business at 105 Main street about a year ago and by the injection of his progressive ideas and trade winning policies has built up one of the most successful drug stores in the city. He is a pharmacist of many years experience, and a resident of Petaluma for the past nine years. Geary's Pharmacy handles only the purest and highest grade drugs. In the prescription department adulterations and substitutions are not tolerated and the growing patronage of the house is due in part to the knowledge that you get "just what the doctor ordered" when you have a prescription filled at Geary's Pharmacy.

W. T. Mooney, Attorney at Law

Mr. Mooney has been established in Petaluma about two years, with offices in the Realty Building on Washington St. He is a graduate of the University of California with the degree of Ph. B., a graduate of Harvard University with the degree of L. L. B. and prior to establishing himself in Petaluma was engaged in active practice in San Francisco for eight years, with offices in the Mills Building. In his comparatively brief professional career in this city Mr. Mooney has gained the confidence and esteem of the public and has built up a fine clientele.

He is an able disciple of Blackstone and Kent, and a man whose counsel and best efforts may be relied upon for the most equitable, and most feasible way out of any legal difficulty or entanglement.

Dr. O. E. Jackson, Painless Dentist.

It is not surprising that Dr. Jackson adopted the Dental profession as his life work, or that he has unqualifiedly made good. He comes from a family of dentists. His father, mother, four brothers, two uncles and one cousin are dentists. His



Dr. O. E. Jackson

father was President of the Ohio State Board of Dental Examiners for years and his mother was the only registered lady dentist in that state for a long period.

Dr. Jackson himself is a dentist of ten years experience. He opened offices in Petaluma a year ago and the tremendous growth of his practice may be judged by the fact that his books show over 5000 people handled during that period. The Jackson & Zimmerman offices are at 153 Main St. (upstairs).

THE A. F. TOMASINI HARDWARE CO.

**HARDWARE
and FARM
IMPLEMENTS**

120 Kentucky St.

Petaluma - - - California

F. A. Cromwell

**ATTORNEY
AT LAW**

OFFICES:

Petaluma National Bank
Building

Petaluma - - - California



CHARLES F. FURY

Attorney at Law.

Rooms 25-26 McNear Bldg.
Petaluma, Cal.

THE HALFTONES

used in illustrating this page and the preceding page are from the

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The Petaluma Argus

Daily Evening Edition

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J. Emmett Olmsted - Editor
John A. Olmsted - Bus. Mgr.

SATURDAY, OCTOBER 2, 1915.

A GLIMPSE OF THE PAST AND A PEEP AT THE FUTURE

A perusal of these pages will convince the reader, whether or not he be a resident of Petaluma, that this city has made rapid strides during the past eight years.

The affairs of the municipality have been administered in such manner that funds have been available for much important work upon the streets, for the improvement of the fire department in the way of new apparatus and for the improvement of the river within the city limits. In fact more real constructive city building has been done by the municipality during the past few years than had been accomplished previously in twice the period of time.

The same progressive, wide-awake spirit that has marked municipal affairs has been evidenced in the activities of our citizens generally. Throughout the business district new business blocks have risen to replace the old frame buildings that, eight years ago, were in evidence everywhere. As an example, consider the conditions then existing on Lower Main, B and Third streets. The erection of the McNear, Gossage and Sweed buildings replaced a group of tumble down frame shacks that were for many years a disgrace to the city. On Kentucky street wonders have been worked. Geo. P. McNear, J. A. McNear, Schoening Bros. Mrs. C. Tempel, Mrs. E. Newburgh, J. H.

Gwinn, H. Schluckebier, D. W. Ravenscroft, M. Doyle, M. Prince and D. J. Healey were the builders on this street which in a few brief years has become a strong competitor with Main street for the title of "The Principal Business Street of the City."

Western Avenue from Main to Kentucky has been transformed during the period of time covered by this issue. The old frame buildings that formerly stood at the corner of Western Avenue and Kentucky Sts. have been replaced by two of the finest buildings in town, the Prince building and the three-story Van Marter building. On Main street many improvements have been made in old buildings and a number of new structures have been erected.

Throughout the residence sections of the city new homes have been built by the score. Compare B St., for instance, as it is today with what it was eight years ago. Compare the conditions that existed "on the hill" eight years ago, both as to the condition of the streets and sidewalks and as to the number and character of residential structures, with the conditions that exist in that section of the city now.

Marked progress has been made by the great poultry and dairy interests. Our manufacturing enterprises have not only been prosperous but have thrived amazingly. Our merchants, almost without exception, have greatly enlarged their stocks and modernized their places of business. The population of the city has more than doubled and there has

been a very large increase in rural population.

And if the past is good to look upon, what of the future? Picture, now, a progress during the next eight years just equal to the progress that has marked the past eight years. That means a population of 14,000 people. That means a solidly built up business district on Main street from D to Oak, on Kentucky and Third streets from D street at least to Washington, with improvements on Washington street, Western avenue and Keller street. It means a widened and straightened river. It means, possibly, an extension of the corporate area. It means many new factories. It means hundreds of new homes. It means the cutting up of more large land holdings and the addition of hundreds of families to our rural population. It means the realization, in some measure at least, of the hopes and ideals of the men and women of Petaluma who have been throughout the passing years, the real "city builders."

There is no reason why Petaluma should not continue to grow even more rapidly in the future than in the past. Much depends upon our people. If we continue to pull together, to properly support our Chamber of Commerce, to give our moral support and encouragement to the governing body of the city, to use our opportunity for the advancement of the community along all lines, ideal as well as practical, moral as well as commercial and industrial, we shall reap the Golden Harvest.

The J. W. Horn Company is a Pioneer In the Real Estate Business in Petaluma

Prominent among the agencies that have been instrumental in attracting new settlers to Petaluma and vicinity is the big realty firm of J. W. Horn Company, which has been engaged in the business here for twenty years.

During that period hundreds of families have been attracted to Petaluma through the advertising of this firm have come here, looked over the field, recognized its rich potentialities and possibilities for profit in the poultry industry or in some other line of endeavor and, buying homes, have remained to do their share in building up the community.

Their methods of attracting investors and homemakers to Petaluma and the fair treatment accorded them after getting them here, the sound, conservative and honest advice given them, and every feature of their deal-

ings with customers and prospective customers, is upon lines which make the purchaser a satisfied owner, who in a vast majority of cases makes good in his undertaking.

In addition to carrying a big listing of general farm and city property embracing most everything in large and small acreage, city business and residence properties, the firm is handling just now several subdivisions, notable among which is their famous "Two Rock Valley Heights," a subdivision of ten and twenty acre tracts of unusual merit. They have recently compiled a very interesting and comprehensive booklet, replete with general information regarding Petaluma and surrounding country.

If you are interested in Petaluma's investment and development possibilities, The Argus suggests that you write to the J. W. Horn Company for one of these handsome booklets.

Nisson Bros. Pioneer Hatchery Has Been in Operation Thirty Years and Deserves Its Name

Marvelous indeed has been the growth of the poultry industry of Petaluma in the past ten years, and it is still growing rapidly, steadily, consistently.

More and more the industry is being specialized, its various branches developed, built up and perfected by men who devote their entire energies to the particular branch of activity in which they are engaged.

Thus we have the exclusive egg farms producing infertile eggs for market; the exclusive breeding farms where all the eggs are sold for hatching purposes; other poultry ranchers devote their whole attention to raising chickens to about three months of age then selling the pullets to egg producers and the cockerels on the city markets, and so on through a half dozen different branches of this great industry, one of the most important of which is the operation of the big hatcheries.

Co-incident with the development of the industry has been the development of the art of artificial incubation and to the Pioneer Hatchery at 418 Sixth street belongs the distinction of being the oldest of all the great Hatcheries, a pioneer in the strictest sense of the word.

C. Nisson, father of the present owners of the business, Messrs. Eric A. and Jacob Nisson, was in the poultry and hatchery business thirty years ago in Petaluma, and Nisson Bros. were brought up in the business. It has been their life time vocation, and the Argus is only giving credit where credit is due when we say that Nisson Bros. have developed one of the most highly efficient

Hatchery's in the country, and one which provides the poultrymen with unexcelled service.

It is a far cry indeed from the modest little hatchery which their father operated many years ago, and which Nisson Bros. worked in in their



Nisson Bros. Pioneer Hatchery.

boyhood days, to the splendidly equipped plant that the Pioneer Hatchery is today.

Just how rapidly the business has grown in the confidence, good will and patronage of the public under the management of this progressive and aggressive firm is perhaps best shown by citing a few figures.

When Nisson Bros. took over the hatchery in 1910, it having been operated under lease by other parties for some time, the hatching capacity was 22,000. That has been increased to the present capacity of 75,000

panding poultry district such as Petaluma is, in which to do business, no such record could have been possible, for although they have customers all over this state and in every state west of the Rockies, a large part of the firm's business is done with local poultrymen; but on the other hand if their chicks and their service were not of the highest quality, such as to gain and retain the public confidence and patronage, it would have been equally impossible to make this record of growth.

Sonoma County National and Petaluma Savings Banks are the Pioneer Banks of Sonoma County

Banking institutions have a greater influence and more direct bearing upon the upbuilding and general prosperity of a city or community than any other one interest—that is, if their officers and directors are men of broad conception of affairs in general, and inclined to pursue as liberal a policy in the conduct of the bank as is consistent with safety to the institution and the patrons who have entrusted funds to its care. Not only can they accomplish much along those lines but banks are a direct indication of the financial condition of a city, their number and strength indicating clearly the condition of the people.

Petaluma has more and larger banking institutions than almost any city of similar size in the State of California, and the oldest and most heavily capitalized of these is the Sonoma County National Bank.

Organized as the Bank of Sonoma County away back in 1866 it was conducted under that title for more than

45 years, during which period it passed safely through some of the most disastrous financial panics the United States have ever experienced, and emerged unscathed, bigger, stronger and more firmly established in the confidence of the public than ever.

Its policy has ever been a liberal one in financing worthy Petaluma business enterprises, credit being extended consistent with the business, balances and responsibility of the applicant, and consistent with sound and conservative banking rules. Doubtless there are many prosperous and successful business enterprises in Petaluma today, who, but for the timely financial aid rendered them at some period of their existence by this bank, would have been unable to tide over the critical period and finally develop their business into a commercial success.

A couple of years ago the Bank of Sonoma County was reorganized as the Sonoma County National Bank,

which, as above stated is Petaluma's largest bank, with Capital, Surplus and Undivided Profits of \$571,927.84, Deposits of \$966,587.06 and gross resources of \$1,810,915.00 as shown by their statement of June 23, 1915. Under the same ownership and management is the Petaluma Savings Bank which has Capital, Surplus and Undivided Profits of \$160,343.41, Deposits of \$856,064.10 and gross resources of \$1,016,104.65.

The Sonoma County National Bank building, of which a photo is shown elsewhere, was recently remodeled, improved inside and out and is one of the best business structures in the city, with every modern convenience for the transaction of the immense business of the bank. The officers of the two banks are as follows; Sonoma County National Bank; Geo. P. McNear, President; F. A. Meyer, Vice President, Frank H. Denman, Cashier; W. T. Spridgen Asst. Cashier, John Lawler, Jr., Asst. Cashier, Petaluma Savings Bank, Frank H. Denman, President; Geo. P. McNear, Vice President, John Lawler, Jr., Cashier, A. P. Behrens, Asst. Cashier, and R. W. Turner, Asst. Cashier.

Many of Petaluma's Fine Macadam Streets Were Built By Contractor S. E. Adams

Nothing is more indicative of Petaluma's progress in the past few years than the many street improvements that have been made, and in this connection, attention is called to

ones for Mr. Adams, and without mentioning the scores of jobs of lesser magnitude which he has handled, we might call attention to some of Petaluma's well and honestly built streets constructed by him.



1 Street, recently improved by S. E. Adams, showing some of his teams.
Note the deep cut made at this point.

the work of Contractor S. E. Adams. Seven years ago Mr. Adams started in business in a modest way, but amply equipped by experience in handling grading, excavating and similar work, and having much confidence in Petaluma's future growth. Those seven years have been busy

Notable among these are Fourth, Sixth, Kent, Baker, Stanley, and I streets, built of either oil or water macadam, and every detail of construction being handled by Mr. Adams in such a manner as to give the city officials and taxpayers the highest degree of satisfaction. Good,

clean, capable workmanship, materials of the best and performance of the terms of his contract absolutely and without deviation, have been characteristic of Mr. Adams' operations in building Petaluma's streets.

And, indeed, the same degree of painstaking attention, of taking pride in work well done, and doing no other kind, is the foundation stone upon which he has built up his business generally.

Just a few weeks ago Mr. Adams completed his work on I street, a contract which included the grading and macadamizing of about six blocks at a cost of \$12,000.00, and which was brought to a finish on schedule time and in his usual first class manner.

That his business has enjoyed a splendid growth is perhaps best illustrated by the fact that Mr. Adams now operates fourteen teams instead of the two he started with, and employs an average of about twenty-five men in his various teaming and building activities.

He is hauling all the materials for the new Petaluma High School now under construction, a considerable job in itself, and is splendidly equipped to handle any job in his line, big or little, promptly and efficiently.

Like most successful men, who by their own efforts have made good in their chosen business, Mr. Adams believes in progress, and he is a strong booster for the continued growth and development of Petaluma, one of those who can always be relied on to do his share in the liberal support of worthy measures for the advancement of the city.

The Petaluma Transfer Company Operates a General Transfer and Storage Business

For more than fifty years the Petaluma Transfer Company and its predecessors in business occupied offices in one location at 24 Main St., same being moved to their present location at 117 Western Avenue in the Continental Hotel Building a couple of years ago.

When Mr. F. J. Roberts, who was formerly a Santa Rosa man, assumed control of the business, six years ago, four teams were being operated. By his clean, capable and progressive management the business has been more than doubled within the past six years and at this time he employs eight teams and eight people, besides himself, in the conduct of the business.

A general drayage, transfer and storage business is done throughout Petaluma and vicinity and wagon-load deliveries are frequently made to other cities, including the San Francisco Bay cities, at a substantial saving to his customers.

Numbered among the company's regular patrons are some of the largest firms in the city, all of whose business it handles. Such firms, for instance, as the great Lachman & Jacobi Winery, the Sonoma County Poultry Producers Federation, the Corliss Gas Engine Company and

numerous others; who have found that the Petaluma Transfer Company with its special facilities for prompt and efficient service, can do the work more expeditiously, satis-

factorily and economically than they could have it done with their own teams.

Petaluma is a good place to locate, live and do business.

Immense Volume of Business Transacted Annually in Petaluma by The G. P. McNear Co.

A fitting testimonial to Petaluma's commercial possibilities is the tremendous business that has been built up by G. P. McNear Co., the largest dealer in hay, grain, flour, feed, poultry foods and supplies, brick, lime, cement, etc., north of San Francisco.

The business was established away back in 1860 by Mr. McNear's father, John A. McNear, and was taken over by Geo. P. McNear in 1876 when he was a very young man. Since that time it has been largely extended, goods being sold at wholesale throughout the North of Bay counties in addition to the big local trade. In the operation of the business more than fifty men are employed, and a business of one and a half to two million dollars annually is done.

Mr. McNear has shown his confidence in Petaluma and its future in a most unmistakable way. He is the largest individual owner of real estate in the city, is constantly improving his holdings with fine brick business buildings, and is also heavily interested in ranch properties. He is President of the Sonoma County National Bank, Vice President of the Petaluma Savings Bank, and a stockholder and director in several other important banking institutions in the state. As President of the local banking institution he has assisted in a very material way in the promotion and upbuilding of Petaluma and contiguous territory, and in fact from all of Mr. McNear's large and varied business and financial interests and activities the community has reaped substantial benefits and advantages.

PETALUMA RIVER IS THE KEY THAT WILL UNLOCK THE STOREHOUSES OF THE FUTURE AND BUILD A GREAT CITY HERE

Petaluma River is the backbone of the industrial prosperity of Petaluma, and, indeed, of the whole of Sonoma county. It is also a boon to every agricultural and mercantile interest in the county. By reason of the existence of this natural tidewater canal we are spared the excessive freight and passenger rates almost invariably in vogue where railroads have a monopoly of transportation facilities. But for the River Petaluma Poultrymen would be unable to send a case of eggs to San Francisco for eight cents and get the case returned free. But for the river Petaluma merchants would be unable to bring their merchandise here from San Francisco for from 60c to \$1.00 a ton. But for the river Petaluma lumber dealers would be unable to load lumber schooners at the mills and bring them with their cargoes direct to the wharves in this city. But for the river, Petaluma Grain and Feed dealers would be unable to bring grain and Poultry Foods here by barge and steamer direct from the producing centers. But for the river Petaluma would not be the growing, prosperous community it is today—nor the city it will be, by reason thereof, a few years hence.

Petaluma River is navigable by vessels of moderate draft at all seasons of the year. It is an arm of the San Francisco Bay, the distance traveled by vessels from the wharves in San Francisco to Petaluma being forty miles.

Two steamers carrying passengers and freight, make daily trips between Petaluma and San Francisco, one sailing each morning and the other each evening. They are the steamer Gold, having a capacity of 184 tons, and the Petaluma, having a capacity of 300 tons.



Scene on Petaluma River.

Freight rates on these steamers range in price from eighty-five cents up. The passenger rate is One Dollar for the round trip, without berth. Berths are charged for at the rate of fifty cents. These steamers are operated by the Petaluma and Santa Rosa Railway Company.

Besides these steamers innumerable craft, large and small ply the river daily, some of them of over 700 tons capacity.

Petaluma River ranks third in importance in the state—in point of tonnage and value of cargoes. The Sacramento is first and the San Joaquin, by a narrow margin, is second. Petaluma River is easily second if one takes into consideration relative navigable distances. The Sacramento is navigable for many miles and the San Joaquin has a big advantage in this respect.

Under a Charter requirement the city council levies a tax annually for

the improvement of the river within the city limits. City funds provided in this way and amounting to \$120,000.00, have been expended on River improvements, while the Federal Government has expended the sum of \$144,898.00. Uncle Sam appropriates annually the sum of \$7,500 for dredging the river and improving navigation of the stream.

A project that has for its object the deepening and widening of the stream and the elimination of several of the larger bends has been approved by the Government engineer as well as by the Chairman and many of the members of the Congressional Rivers and Harbors Committee. Many of the members of the committee visited Petaluma and inspected the river in August, 1915, and gave assurances that a large appropriation would be made for this project in the immediate future.

Many of the manufacturing and



The New Bridge at Washington Street and the Cut Above the Bridge.

PETALUMA RIVER IS THIRD IN IMPORTANCE IN THE STATE AND IS SECOND, NAVIGABLE DISTANCE CONSIDERED

Commercial enterprises are located on the banks of the river so that shipments are loaded directly from the wharves to the decks of the vessels. In this way the expensive item of cartage is eliminated. Local corporations, excluding individuals, doing business on the river are capitalized at over \$4,000,000. River Statistics for 1914 follow:

Total Imports, tons	154,984
Value	\$13,948,560
Total Exports, tons	68,633
Value	\$ 6,176,970
Total Tonage	223,617
Total value	\$20,125,530

The value of Petaluma River to this city and vicinity is inestimable. It is the key that will unlock the storehouses of the future. Its ebbing

tide will bring to Petaluma in the years to come many industrial enterprises and will prove a prime factor in the creation here of a city many times the present population.

Cheap transportation for both raw material and the finished product, combined with cheap power and contented labor, are dominant factors for industrial success. Both are here.



Map Showing How Petaluma is Connected by a Water Way with San Francisco Bay and the Pacific Ocean.

Lasher's Hatchery, In Point of Equipment and Service, Has many Distinctive Features

Petaluma has become the greatest poultry center in the West, not as a result of accident, but primarily as the result of earnest study, intelligent application of scientific principles, ceaseless experiments and the development of new and improved

business here. The accumulated knowledge and experience of the scientific hatching of healthy, hardy baby chicks, resulting from all those years of endeavor is crystalized in the superb service and the splendidly equipped plant which he now operates.



Modern Hatchery and Home of Geo. A. Lasher.

methods of handling the various branches of the business by such men as George A. Lasher, proprietor of Lasher's Hatchery.

For more than thirty years Mr. Lasher has been engaged in the poultry business in one or another of its branches, and for the past twenty years he has been in the hatchery

And today, with a great Hatchery of 125,000 egg capacity, a business extending over the entire West and a thoroughly established reputation among poultrymen for producing high grade baby chicks and conducting his service upon lines which make for the fullest satisfaction to his customers, Mr. Lasher is working

just as hard to maintain and improve his service, to develop higher and still higher efficiency in his plant, as in the earlier days when the business was not so firmly established and the merits and high quality of his output so thoroughly recognized by the poultry producers.

An example of Mr. Lasher's progressive spirit is found in the fact that his is the only brick hatchery building in this section. It was designed and built especially for his purposes, contains 5000 square feet of floor space, and the brick construction with dead air space in walls and other special features gives a uniform heat summer and winter, which, together with the fact that all his eggs come from specially selected fully matured, free range stock, bred right, mated right and fed right insures strong, healthy chicks.

Another interesting feature of Mr. Lasher's plant is the mammoth coal-burning Candee Incubator of 15,000 egg capacity which was installed not long ago and which has proven a big success. Mr. Lasher's handsomely improved home is located on the front of his lot while the Hatchery is at the rear, thus making it convenient to give close personal attention to the business.

He is assisted, during the hatching season, by the several members of his family, who are keenly interested in the success of the business, hence he has the distinct advantage of not having to depend on hired help.

Altogether, Lasher's Hatchery is an institution of which all Petaluma may well be proud and the service it offers has resulted in great benefit to the poultry industry and substantially promoted the profits of those who have become customers of the plant.

PETALUMA STEAM LAUNDRY

With its new building and equipment is better prepared than ever to give the public **PROMPT AND EFFICIENT SERVICE.**



New Home of the Petaluma Steam Laundry.

(Salb Photo)

118 E. Washington Street

Petaluma, California.

PETALUMA FACTS

Petaluma is the largest poultry center in the world.

Petaluma has the largest incubator factory in the world.

Petaluma is a rapidly growing city of beautiful homes, culture and refinement.

Petaluma has freight rates to and from San Francisco of from 60 cents to \$1 per ton.

Petaluma has free mail delivery; also free rural mail delivery for ten miles outside in most directions.

Petaluma is the chief commercial center and shipping point for Sonoma County and more than 50 miles North.

Petaluma is located 26 miles North of San Francisco, at the head of tide-water navigation, on the line of the Northwestern Pacific Railway which insures cheap transportation by rail and water.

The Bihn Hatchery, Largest in the World **Capacity About a Million Chicks Annually**

Petaluma is not only one of the greatest poultry centers in the United States but to this city belongs the credit of being the home of the largest hatchery in the World, and that is the Bihn Hatchery on Bodega Avenue, owned and operated by Mr. Wm. H. Bihn. When the business was established in 1914 Mr. Bihn had a hatching capacity of about 35,000 chicks. The buildings and equipment have been steadily expanded with the growth of the business until when the last addition was made in 1914, just ten years after the business started, the capacity was brought up to 200,000.

It was the Argus man's privilege to be shown through this mammoth plant the other day and have its workings explained to him, and to say that its magnitude and the efficiency with which every detail of the business is handled is amazing, is stating the case mildly indeed.

The building is a very large one, being 100 x 120 feet in dimensions and two stories high, which gives a floor space of 24,000 square feet, or considerably over a half acre. There are five incubators rooms, each equipped with 8 to 12 great 4000 egg incubators which are heated with gas. Mr. Bihn, by the way, manufactures his own incubators as well as his shipping crates for baby chicks and has perfected a most efficient system as regards both.

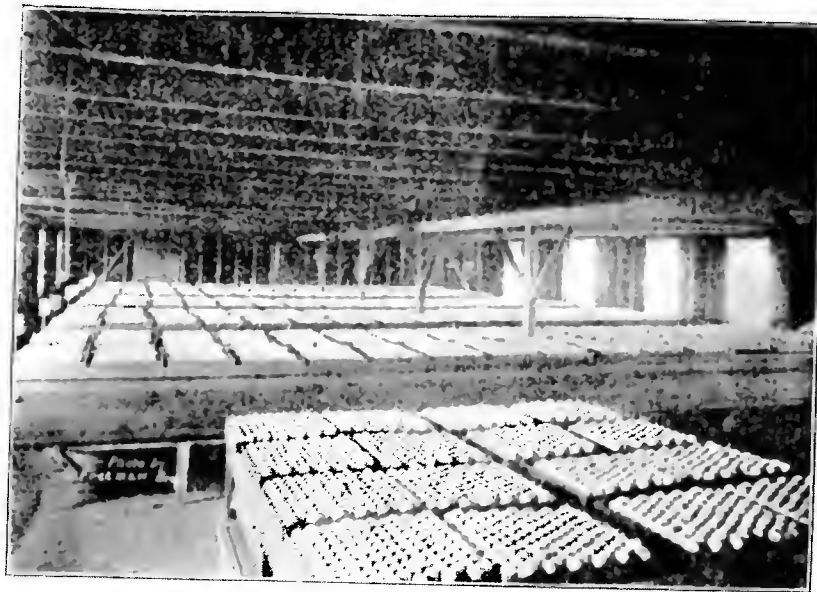
His eggs are secured from a few large poultry ranches, principally in the Two Rock Valley, where there are some of the finest flocks of utility birds in the country, as well as the largest, one ranch in that vicinity carrying 11,000 hens. The eggs are carefully selected and rigidly graded, and come from flocks of high efficiency and from hens not less than 14 months old, the Hatchery having permanent arrangements with certain poultrymen for their supply of hatching eggs and co-operating with them in keeping the breed up to high standards by frequent importations of fresh stock from the great Eastern poultry farms.

The same degree of care is exercised in culling the baby chicks before shipment. From the incubator rooms the baby chicks go into another large room where they are prepared for shipment, and a part of this preparation consists of sorting out the "culls." Not content with one sorting, the chicks must go through the hands of three different inspectors, thus eliminating the possibility that anything but strictly first class birds will be sent out to the customers of the Bihn Hatchery. Some people would probably think that such extraordinary precautions were unnecessary, but it is upon just such a careful and painstaking system that the Bihn Hatchery has built up so tremendous a business and has achieved so praiseworthy a reputation for turning out hardy, healthy, vigorous chicks that will develop into profitable birds in due course.

When ready for shipment the chicks are placed in heavy pasteboard boxes, each box holding 100 chicks, or 25 in each of the four compartments. The shipping boxes manufactured and used in this plant are re-

business in Petaluma, and near-by points, they also have many customers throughout the West, their business reaching into every state west of the Rocky Mountains.

From 850,000 to 1,000,000 baby chicks are hatched and sold by this concern annually, White Leghorns exclusively, and during the hatching season about ten people are



33,000 Eggs Ready for Incubation at Bihn Hatchery.

markably strong and durable, allow for ample ventilation, and enable the Bihn Hatchery to deliver their baby chicks in fine condition to points which require three days travel.

And such facilities are necessary for while the firm does a very large

employed in the plant, under the personal supervision of Mr. Bihn.

Altogether this is a model hatchery and the splendid success which it has achieved is well merited by the high character of service which it offers to the poultrymen of the West.

The Independent Garage, Under Management **of C. H. Bundesen, is a Leader in This Line**

One of the busiest places of business in Petaluma is the Independent Garage at 264 North Main Street, owned and operated by Mr. C. H. Bundesen.

The stranger will be impressed first by the size and modernity of the building and facilities. The building covers 9,250 square feet of floor space; is fireproof, and it is all occupied by the demands of the business.

Here one finds a modernly equipped machine shop capable of handling anything in the way of general automobile overhauling and repair work promptly and efficiently. Here, too, you will find at work a force of expert mechanics, experienced, capable and practical men who can quickly and deftly locate and remove "trouble" in any make of car that happens along.

The Independent Garage also has the sales agency for the popular Buick

and Maxwell cars, of world-wide reputation for reliability and efficiency, whose popularity in Petaluma have been materially increased by the clean, clear-cut and aggressive sales methods of Mr. Bundesen, and the fact that the public has confidence in receiving at his hands the exact facts regarding his cars and a square deal all around.

Mr. Bundesen has owned and operated the Independent Garage for five years and has made it one of the leading businesses of its kind in Sonoma County. Briefly stated, his success in the Garage business, as well as the sales agency, may be attributed to first class mechanical facilities; first class workmen and workmanship combined with as reasonable charges as are commensurate with high grade service, and topped off with a policy of going a long ways out of his way, if need be, to please and satisfy every patron, thus making friends who will come back and keep on coming back.

Van Bebber Bros. Garage, Blacksmith and Machine Shop Is a Pioneer Institution Here

This is the pioneer business of its kind in Petaluma, that is to say, it is the oldest established business of its kind operated continuously by the same men.

The proprietors, Geo. W. and Fred E. Van Bebber, are not by any means old men, however, on the contrary, they are comparatively young men, full of energy, enthusiasm in their work, masters of mechanical skill and progressive to a marked degree in their business methods.

Fourteen years ago they established a blacksmith and machine shop in this city on a modest scale, the two brothers being able to handle all the work themselves at first.

Their policy at the outset was to let no job go out of their shop poorly or indifferently done, to do a class of work that would give the customer the utmost satisfaction, or not do it at all.

New and improved machinery has been added until their plant is today one of the most modernly and adequately equipped in the county, all machines being operated by electric power.

Six men are now required to do the work of the plant, skilled mechanics, experienced, capable and practical men.

In 1904, when Van Bebber Bros. opened their Garage department, there were only three automobiles in Petaluma, today there are many hundreds, and this firm is handling

his entire attention to the blacksmithing department, thus assuring the painstaking care in each department that makes for perfect service.

An important feature of the business is the manufacture of automobile springs. Two years ago the firm put in special machinery for this purpose and the spring which they



a liberal share of the repair work, overhauling, etc., of the same, as well as a general blacksmith business.

The garage department is under the personal supervision of Fred E. Van Bebber, while Geo. W. gives

are manufacturing has become very popular with automobile owners, a large number of cars of various makes having been equipped by them with this special spring and wherever used it has given the utmost satisfaction.

Poultry Ranches, Stock, City Homes, Etc. For Sale

7 3-4 ACRES—3 miles north. All fenced, barn, 4 chicken houses, 2000 capacity. Sandy loam soil. W. Caulfield.

6 3-4 ACRES—Apple and Cherry orchard, 1-2 mile from town. 8 room house. Sandy loam soil. Price \$5000.00. Mary McErlane.

6 ROOM MODERN HOUSE—Lot 70 x 150. 8 blocks out. Cash price \$3500. H. L. Chandler 306 Bodega avenue.

5 1-2 ACRES—5 room house. Sandy soil. 2700 hens. Half mile out. Price \$7500. J. K. Pierce, R. E. D. 2.

23 1-2 ACRES—10 room house, 300 fruit trees. 3-4 mile out. Price \$17000. Henry Garmis, Rt. 1, Bx 309.

8 ACRES—6 room house. 3-4 mile from city limits. Sandy loam soil. Room for 3000 hens. Miss L. Rabbin.

THE WHITE HATCHERY

**For Vigorous
Baby Chicks**

219 Bodega Ave.

HICKS JUBILEE HATCHERY

25,000 Capacity.

Vigorous day old baby chicks. Our chicks have no superiors and few equals. Price given on application. W. J. HICKS, Cleveland Ave.

PETALUMA U. S. BREWERY

**Pioneer Brewer of
Steam and Lager Beer**

GEO. GREISS, Proprietor, Petaluma

6 ROOM MODERN RESIDENCE—6 blocks from town, on main road. \$3200 cash or terms. Henry Bassett.

1 ACRE—6 room modern house. Suitable for small chicken ranch. Price \$2500 cash or terms. Peter Henerty.

9 ROOM MODERN HOUSE—Lot 54 x 150, 6 blocks out. Exceptional bargain. Cash price \$3500. Mrs. Z. P. Millington.

250 HEAD first class cattle. 25 horses farming tools etc. Joe Keiser, Box 355, Santa Rosa.

10 ACRES—1 mile out. Improvements worth \$5000. 3000 chickens; fully equipped poultry ranch. Price \$10,000. N. M. Jensen.

10 ACRES—9 room house. Fully equipped for 2000 hens. Sandy loam soil, fruit trees, price \$6500. C. F. Cartwright, Rural 1.

5 to 11 ACRES—Sandy loam soil. 1 mile out. \$450 per acre. J. E. Jacobsen, Rt. 4, Bx. 25 B.

7 ACRES—Sandy loam. 1 3/4 miles out. 3 acres fruit. 1000 chickens. Walter Holman.

FOR SALE, HOTEL—Bar, 52 rooms Dining room. Best workingman's headquarters in Petaluma. Frank Ruhter.

S. C. WHITE LEGHORN STOCK AND EGS FOR SALE.

Breeders of Heavy Laying, Highest Grade Exhibition Stock.

M. DUTTBERND

Route 1, Box 92, Phone 36 F 21.

Petaluma, California.

THE CONTINENTAL HOTEL—Headquarters for Tourists and Commercial Me

The Western Refrigerating Co. Has One of the Largest Creamery Plants in the State

Petaluma is known far and wide as one of the greatest poultry centers in the United States, but it is perhaps not so generally known that this city is the center of a dairying and creamery industry second only in importance to that of its poultry industry.

Such being the case, it is appropriate

to give a prominent position to an industrial enterprise that has been, and is, an important factor in the promotion and development of not one, but both, of these major industries. We refer to the Western Refrigerating Company whose modernly equipped Creamery plant and wholesale Egg Shipping depot is at East D and Hopper streets.

The latest improved machinery is in use throughout the plant, and it represents, in short, the last word in modern creamery equipment and sanitary manufacturing processes. When operated to its full capacity, the plant can turn out 20,000 pounds of butter daily and the butter from this creamery is recognized locally, and in the city markets, as being of the highest quality. Since the establishment of the Western Refrigerating Company's plant the dairy products

the creamery. And the same is true of the department of the business devoted to poultry products. The Western Refrigerating Company has unexcelled market connections which enable it to pay the highest market prices for eggs, hundreds of car-loads of which are bought by it for spot cash from local poultrymen and retail merchants each year, and shipped out, and there is no concern more adequately equipped or more efficiently covering the particular



Western Refrigerating Company's Plant at East D and Hopper Streets.

of this district have shown a splendid growth and the encouragement given the dairymen by the company in the way of liberal co-operation along all lines, the best prices that the markets will stand and uniformly fair, and courteous treatment has helped in that growth. The management takes the keenest personal interest in the welfare and advancement of its friends, the dairymen, and is constantly working out plans for improving the service to the mutual advantage of the producer and

field to which its activities are devoted than they. The officers of the company are Jas. B. Burdell, President and J. F. Early, Secretary, the latter being also the active manager of this progressive and popular enterprise.

It is interesting to note that this was the first cold storage plant to store Petaluma Eggs, and the Creamery was the first one established in the State of California, so it is apparent that this is, indeed, an old established enterprise.

Petaluma Ice and Cold Storage Co.

Cold Storage Warehouse, Factory and Office.
Hopper Street, Opp. N. W. P. R. R. Depot

PURE DISTILLED WATER ICE

COLD STORAGE

FOR EGGS, BUTTER, CHEESE AND ALL KINDS OF PERISHABLE COMMODITIES

PHONE PETALUMA 721

PETALUMA, CAL.

LACHMAN & JACOBI

California Wines and Brandies

Petaluma can boast of being the possessor of the largest manufacturing institution North of the Bay in the form of the famous wine cellars of the old established firm of LACHMAN & JACOBI. That this means much to this section may be gathered from the statement that this plant covers an area of over ten acres of land with splendid trackage facilities and has a storage capacity of over 5,000,000 gallons of wine and 500,000 gallons of brandy. The plant is laid out into eight separate buildings, built of brick on cement foundations, strictly modern in every respect and also

equipped with every possible facility for turning out the finest of wines and brandies. The largest of these buildings is known as the Main building, which includes the office, and covers an area of 400 x 150 feet. The other buildings comprise the U. S. Bonded Warehouse, the shipping building, the aging and bottling cellars, Sherry houses, Boiler house, Cooper Shop and the cement tank building, the latter consisting of eighteen (18) reinforced, glass lined cement tanks of an average capacity of 30,500 gallons each. Between and around these buildings immense lawns and flower gardens have been laid out and their maintenance and upkeep are a source of much pride to the management. This firm was first established in 1876, the business then engaged in being that of purchasing the finest wines and brandies obtainable and getting them ready for the market by aging, blending, etc. However, this became so extensive that the firm branched out and now

owns and controls wineries and vineyards in practically all of the wine-growing sections of the state, where they raise their own grapes and manufacture wines. This necessitates the maintenance of an immense concentration plant for the aging and blending of wines, which is located here in Petaluma. The firm ships its product to all of the large trade centers in this country, to Europe,

Honolulu, China, South America and Central America, in fact to all countries where wine is consumed, the export trade being constantly on the increase.

Mr. J. J. Jacobi is president of the

company, A. L. Jacobi is Vice President-Treasurer and W. Sommer, Secretary. Colonel E. S. Ciprico, the well known connoisseur, is in charge of the extensive Petaluma establishment and the other wineries owned and operated by the firm, and under his supervision are produced those choice California Wines for which the firm of LACHMAN & JACOBI is so justly noted and which equal in quality and flavor any of the European importations.

The general offices of this firm are located in the Grape Growers' Building, Pine and Battery Sts., San Francisco, the San Francisco warehouse being located at 112-118 Main St., and in addition to the Petaluma and San Francisco plants, warehouses are also maintained at Lodi and Fresno, California, the Eastern warehouses being located at New York, New Orleans, Chicago and St. Louis.



LOADING TANK CARS
AT PETALUMA PLANT
OF LACHMAN & JACOBI

Hicks Jubilee Hatchery Has Built Up a Big Business From a Small Beginning

new house that is a marvel of convenience and efficiency, and is constantly adding to his equipment and improving his service.

Here is a picture of the Hicks Jubilee Hatchery. Five years ago Mr. Hicks rented two acres of land on Cleveland Avenue, just outside the city limits of Petaluma, (which he purchased last year), and started in the hatchery business. The latter was begun on such a small scale that one room of his residence was used at first as an incubator room. By and bye he built his first hatchery and equipped it with five incubators. As the demand for his output grew he kept building additions, and putting in new machines until the Hicks Jubilee Hatchery now occupies a large building, operates 12 Jubilee incubators of 576 capacity each, and turns out about 175,000 chicks annually, which are shipped to all parts of the west, as well as being sold to local poultrymen. Mr. Hicks was formerly in the poultry business back in Montana. He organized and for four years was at the head of the Montana Poultry Association and won scores of prizes on his birds in the various Poultry Shows in that state. So he was no novice in the poultry game when he established the hatchery business which has grown to such handsome proportions.



The Hicks Jubilee Hatchery features White Leghorns and Black Minorca's. At this time Mr. Hicks has a flock of 1,200 Black Minorca hens, as fine a flock of birds as the writer ever saw. He has recently built a and poultry business Mrs. Hicks takes an active interest. He says that she

In the operation of the Hatchery is entitled to fully as much credit as he is for the success of their venture. At any rate they have built up a business, and achieved a measure of success, of which anyone might well be proud.

The Continental Hotel Provides Ample Accommodations For Traveling Public

Hotel accommodations go a long way toward fixing opinions of cities and a community that is so fortunate as to have up-to-date hostelrys has a marked advantage over one that has failed to keep abreast of the times and provide modern accommodations such as are demanded by a large proportion of the travelling public.

As regards the hotel situation, Petaluma is well equipped for taking care of all requirements, and in the

Continental Hotel especially, the city has a hostelry whose facilities and service measure up to the highest standards.

The Continental Hotel has long been recognized as the leading institution of its kind in the city, and since its acquisition by Mr. C. D. Monett, two years ago, improvements have been made in the service which have brought a handsome increase in business and made it one of the most popular hotels north of

San Francisco with the traveling public.

The Continental contains sixty-seven rooms, many with private baths in connection, and all of the modern conveniences such as electric lighting, hot and cold water, etc., are found here.

The rooms are of good size, handsomely and comfortably furnished, well ventilated and lighted, and are kept scrupulously clean. Mr. and Mrs. Monett have been untiring in their efforts to make the service all that it should be, both for the commercial and transient trade and for those who make the hotel their permanent home, and their efforts have borne fruit in heavily increased patronage and popularity.

The Continental Hotel is operated on the European plan and for the further convenience of its guests a free auto-bus connects with all incoming and outgoing trains.

Mr. C. D. Monett and his brother Wallace, also operate a first class Taxi Service with office and headquarters at the hotel. Five taxi-cabs are used in caring for the growing taxi service they have built up, a recent addition to the equipment having been made by the purchase of a nobby Ford Sedan car. Service to all parts of the city is given at very reasonable rates and the operation of the taxi service in conjunction with the hotel is a great convenience for the local and traveling public.



New Continental Hotel

(Salt Photo)

PETALUMA'S NEW \$110,000 HIGH SCHOOL BUILDING

IS THE LAST WORD IN SCHOOL ARCHITECTURE

Within sixty days Petaluma's magnificent new High School building, representing an investment in land, building and equipment of more than \$110,000, will be completed and ready for occupancy.

Under the supervision of Mr. P. R. Ward of Ward & Goodwin, General Contractors of San Francisco, who has made weekly trips here to supervise the work, rapid progress has been made and at this date (September 12th) the building is about 75 per cent completed.

The completion of the High School building will mark the opening of a new era in the advancement of Petaluma's educational facilities, and the structure itself will be distinctly a credit to the city, the school board and the builders.

The building is a steel frame with reinforced concrete foundations, and buff pressed brick walls. It contains one of the largest steel girders north of San Francisco, 60 feet long; weighing 6 1-2 tons, to carry the auditorium balcony.

It is situated on an eight acre tract which will be laid out and im-

cluding balconies, and will be equipped with a 15 x 40 foot stage, dressing rooms, and full complement of stage scenery, handsome electric lighting effects, etc.

Apart from having taken a complete course in Structural Engineering under one of the most famous authorities in the West, Mr. P. R. Ward, the head of the firm, has had



Petaluma's New \$110,000 High School Building

On the first floor will be the public office and principals private office, library, study hall, and seven class rooms. Here also will be the assembly hall, or auditorium, which will have a seating capacity of 634 including the balcony.

The second floor will include three class rooms, three laboratories, lecture room and the commercial department, while on the roof there will be an observatory.

Before deciding upon plans the school board visited a large number of other cities and inspected their High School structures, with the result that this building embodies the best that can be found in California's school buildings.

The building was designed by Architect Brainerd Jones of Petaluma, while as above stated Ward & Goodwin whose offices are in the Sheldon building, San Francisco, are the general contractors, numerous Petaluma firm's having taken sub-contracts.

This is Ward & Goodwin's first introduction to Petaluma as builders, but if the marked satisfaction which their work on the high school counts for anything it will not be their last appearance in the local building field.

Indeed it is but reasonable to assume that in the future when Petaluma's have building contracts to let involving large operations and requiring a large, highly skilled, and efficient organization, Ward & Goodwin's services will again be in demand.

The firm has been engaged in building operations on a large scale in San Francisco and throughout the Bay Counties for years and have to their credit a large number of splendid structures,

25 years practical experience in handling big construction work, and the manner in which this work has been conducted shows conclusively that the firm not only has the requisite



P. R. WARD

proved handsomely, providing ample grounds for all forms of athletics.

The main structure fronts 210 feet on Fair street and has a depth of 72 feet and there is a wing 62 x 53 feet, the entire structure being two stories high, exclusive of the full size basement, so to all intents and purposes it is a three story building.

The ground floor, or basement, will contain the Domestic Science department, Gymnasium, Locker Rooms, Dressing Rooms, Recreation Rooms, etc., as well as the modern heating and ventilating and vacuum cleaning systems.



BRAINERD JONES

knowledge and is able to handle a job of this kind efficiently, but that they have the disposition and desire to leave nothing undone that will make for a high class and thoroughly satisfactory piece of work.

SHEET METAL WORK ON NEW HIGH SCHOOL BEING DONE BY J. H. ANDREWS.

When we say that J. H. Andrews is handling the sheet metal contract on the new High School it means to all Petalumans that that job is going to be well done, for Mr. Andrews has formed the habit of making good on all his contracts.

About eleven years ago Mr. Andrews established his business here having had twenty years previous experience, and has become the most extensive contractor in sheet metal and cornice work in this part of the state.

His work is not only in evidence all over Petaluma but he has handled the work on many fine buildings in other cities, such as Santa Rosa, Healdsburg, Ukiah, San Rafael and San Jose.

He is an expert workman himself and employs only highly skilled men, using only the best of materials, giving every job his personal supervision and taking particular pride in seeing to it that every job is carried to completion in such a manner as to give the customer the fullest satisfaction.

His large sheet metal working plant located at 24 Kentucky street, is completely and adequately and modernly equipped for handling anything and everything in his line promptly, efficiently and satisfactorily.

He is the man who did the sheet metal and cornice work on the Washington Grammar School, the Baptist Church, the Gross Building, six or seven of the McNear buildings, the Swiss American Bank building and numerous others.

And when his work on the new High School building is completed it goes without saying that the same degree of satisfaction will be given as has characterized the long list of important buildings which preceded it.

HIGH SCHOOL PLUMBING BEING HANDLED BY W. S. HARRIS.

Another important feature of the High School construction and equipment is the plumbing and this also is being handled by an old established Petaluma firm whose record for clean and capable work is unchallenged, Mr. W. S. Harris.

Mr. Harris has been a contracting plumber in this city for probably twenty years, in fact he was born here, has been in the plumbing business from young manhood, all except three years of that time being engaged in the business here.

He has a well equipped plumbing shop on Fourth Street, opposite the City Hall, and is prepared to handle anything in plumbing, heating and steam fitting work promptly and efficiently. The best indication that the character of his work has given the utmost satisfaction in the past is that he handled the plumbing contract on the three other fine school

buildings erected here in the past few years, the Washington Grammar School, the Lincoln Primary School and the East Petaluma School.

But the point about his service is that he gives identically the same degree of painstaking care to the small jobs as to the large ones. Perhaps there is no line of business which the average householder knows as little about, is as little capable of judging the quality of the work while it is being installed as the plumbing trade, hence the well earned reputation of Mr. Harris for able, honest and satisfactory work, for standing squarely back of every job, is one of his most valuable assets.

PETALUMA ELECTRICAL WORKS INSTALLING THE ELECTRICAL EQUIPMENT.

If the truth were known, no doubt a far greater proportion of fires of unknown origin would be traced to careless, incompetent, and defective wiring, than is generally realized, and Petaluma is to be congratulated upon the fact that this work in the new High School is being handled by a local firm, a firm of thoroughly established reputation for doing nothing but high class and dependable work, work that will stand the most rigid investigation and closest scrutiny—and that firm is the Petaluma Electrical Works, whose place of business is at 112 Washington St. Since the Petaluma Electrical Works was established by the present owner, Mr. W. J. Guglielmetti, about three years ago, it has participated in many large contracts in its line, and has discharged its duties under those contracts in such a manner as to leave no room for doubt that the New High School building's electric system will lack nothing in modernity, safety and efficiency.

At the above location the firm carries a comprehensive stock of high grade electrical supplies and fixtures of all kinds, and the intending builder, whether it be a modest cottage or a luxurious mansion, will find here something to suit his needs at prices to suit his means in the way of electrical fixtures, as well as a full assortment of labor saving devices such as electric irons, percolators, heaters and so on.

In addition to the operation of his large and growing electric fixture and contracting business, Mr. Guglielmetti has the sales agency in this territory for the famous Dodge Bros. and Chandler automobiles.

Factories employing women and girls do well at Petaluma.

Breeders of fancy poultry do well at Petaluma.

The Petaluma Poultry Show, held annually in December, is the big show of the Coast.

If you are considering Petaluma as a business location, write to the Secretary of the Petaluma Chamber of Commerce. He will tell you frankly whether there is an opening here in your line.

W. C. STRADLING, A LEADING CONTRACTOR DID THE CEMENT WORK ON HIGH SCHOOL.

Contractor W. C. Stradling has been in the building game here for fourteen years, handling brick and concrete construction exclusively. Concentrating all his energies upon those branches of the business he has acquired modern mechanical equipment, proficiency of the highest order and technical knowledge of the requirements of the business that is most valuable to himself as well as his customers.

Aside from having handled the work on most of the brick business structures of recent construction, he has built a large amount of cement sidewalks, foundations for residences etc. In fact Mr. Stradling is prepared to handle anything and everything in the way of brick or cement work, promptly, efficiently, and satisfactorily.

Among the more important jobs on which he has handled the brick and cement work this year are the Schluckebier-Gwinn Building, the Golden Eagle Building on Washington street and the big McNear building on Third street, the latter being just now in process of completion. He also did the cement work at the High School.

"Nothing succeeds like success" is an old axiom and Mr. Stradling's successful record of building achievements here in Petaluma covering a period of fourteen years, tells its own story of first calibre ability and of full and complete satisfaction to his customers, hence these points require no particular embellishment here.

Being a loyal Petaluman, and a live wire and progressive spirit, Mr. Stradling is always ready to do his share toward "boosting" his home town and country.

Petaluma is an ideal location for factories of all kinds.

People who live in Petaluma do not "roast in Summer and freeze in Winter."

Petaluma River is third in importance in the state—in point of tonnage and tonage values.

"Petaluma Invites the World" to come here to live and enjoy the living.

Petaluma is recognized as the best business town on the coast, size considered.

Petaluma has a larger mileage of Macadam streets and cement sidewalks than any city of similar size anywhere.

It is frequently possible to rent small poultry ranches at Petaluma. In this way the beginner can get a start in the poultry business without the investment of much capital.

Marble Tile and Terazzo For New High School is Being Supplied by E. W. M. Evans

Notwithstanding the general contract was let to a San Francisco firm, there is occasion for pride in the fact that practically all the materials and workmanship going into Petaluma's splendid new High School building is being furnished by local firms.

For instance, all the marble, tile and terazzo work is being done by the well known and popular Petaluma firm of E. W. M. Evans, who secured the subcontract for the work.

The long record of this firm in Petaluma, extending over a period of 30 years, during which time it has handled practically all the local work in its line with the utmost satisfaction to its customers is a positive assurance of the same degree of satisfaction to the School Board and taxpayers generally in the prompt and efficient handling of the High School job.

The Evans plant, located on Cemetery Avenue is adequately and modernly equipped for all kinds of monumental work, in foreign and domestic marble and granite. Mr. Evans is a master of the stoneworkers art, having devoted practically a lifetime to it, and strikingly original in design and artistic in execution are the scores of monuments erected by this firm in the cemeteries of Petaluma and other cities of this section.

His two sons, E. E. and A. B., both of whom have grown up in the business, from boyhood and have acquired a high degree of expertness and proficiency, are associated with him, the former being in charge of the branch plant which is conducted at Rust, Contra Costa County, and the latter being connected with the local works.

While monumental work comprises

an important branch of the business, marble and granite store fronts, counters, etc. for business buildings and decorative effects for public structures such as the High School constitutes another important feature of the Evans service.

Mr. Evans gives his personal attention and supervision to the conduct of the business, ably assisted by his sons, and a number of skilled stoneworkers, and his product, his business policy, and service are all that ample equipment, a thorough mastery of technique and painstaking attention to every detail can make them.



Two Monuments Erected by E. W. M. Evans in Sunset View Cemetery at Rust, California.

112 Washington Street.

Telephone 759.

GUGLIELMETTI BROS.

....DISTRIBUTORS....



Home of Chandler "6" and Dodge Bros. Car.--Salb Photo.

Chandler "6" and Dodge Bros. Car.

....ACCESSORIES....

PETALUMA

CALIFORNIA

Petaluma's Grand Old Man Talks to The Argus About the City's Past, Present and Future

AN INTERVIEW WITH SONOMA COUNTY'S FOREMOST PIONEER—JOHN A. MCNEAR, A RESIDENT OF PETALUMA FOR FIFTY-NINE YEARS, WHO HAS DONE MUCH IN THE UP-BUILDING OF THE CITY.

(By W. H. Dixon, of The Argus force)

In the course of my work of compiling data for this big Development Number of The Argus I had a most interesting and instructive interview with Mr. John A. McNear, a Petaluma resident of nearly sixty years standing, eminently successful in the operation of great business and development enterprises, and a man who has perhaps done more than any other one individual in the upbuilding of the city.

Asked for an expression of his views regarding Petaluma's future, Mr. McNear said in part, "In the fifty-nine years that I have lived in Petaluma there have been marvelous changes, of course, "Petaluma was not much of a town in 1856, but I believed even then that it had a good future and I have lived to see many of my predictions realized.

"When I came to Petaluma and invested all that I had in the world here, about \$3000.00, the hard earned savings of several years, I had confidence in the town and county. I have never lost that confidence and today I am just as strong in the faith that this city will continue to grow into greater commercial, industrial and financial importance, as I was in November 1856 when I landed here, or at any time since then.

"My observations of the past confirm me in the belief that Petaluma will continue to grow steadily and consistently, in the future as in the past."

Sitting only a few feet away from the speaker and watching the enthusiasm of his manner as he described early day conditions and subsequent developments in the community which he has been so vital a factor in up-building; noting his straight, sturdy frame; his quick, incisive manner of speech; his eyes aglow with intelligent interest, masterful grasp and understanding of the subjects under discussion, it was almost impossible for me to realize that he is 82 years old, or perhaps I should say 82 years young.

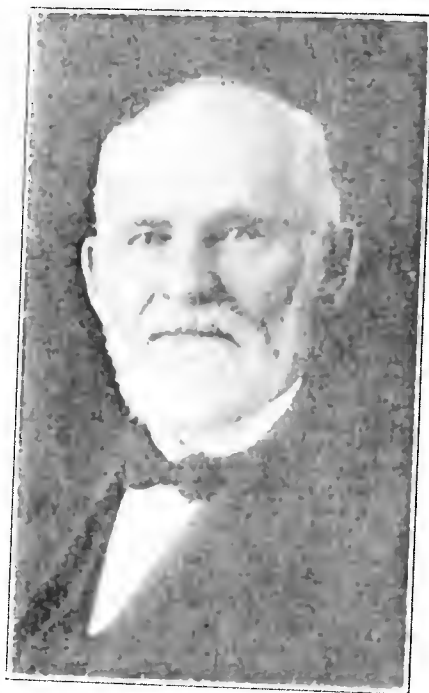
Ordinarily men who have passed their 82nd milestone in the highway of life take very little interest in their own affairs, much less those of the community, but I might say at this juncture that Petaluma has no more wide-awake booster today than John A. McNear.

For instance upon the occasion of the recent visit of the Rivers and Harbors Congressional Committee to Petaluma for the purpose of looking over proposed river improvements,

securing data on local shipping, etc., Mr. McNear was right on the job helping to entertain the Congressmen and from his long and intimate knowledge of river conditions was able to give them information not obtainable from any other source.

Physically and mentally he is indeed a remarkably active man for his years, and though he retired from active commercial life nearly twenty years ago, he has kept comfortably busy in developing his large property interests, building new buildings, remodeling and improving old ones, but he always has the time, or will take the time, to do a public service, to do something that will rebound to the advancement and upbuilding of Petaluma.

A brief resume of Mr. McNear's business activities in Petaluma would



JOHN A. MCNEAR
(Photo by Salb)

be of interest. Arriving here November 6th, 1856, he immediately engaged in the mercantile business. In 1860 his brother G. W. McNear arrived from Mississippi and was taken into partnership in the grain and shipping business, with houses in Petaluma and San Francisco.

In 1874 this partnership was dissolved, G. W. taking the San Francisco business and John A. the Petaluma business, which was the foundation of the present mammoth grain business operated by Mr. McNear's son, Geo. P. McNear.

In 1864 in the face of the squally times of those civil war days, when U. S. currency and bonds were worth only from one third to one half their face value, the McNears built the biggest warehouse in the state of

California, thus showing confidence and nerve of a high order.

Mr. McNear also built the Steamer Josie McNear in 1864, operating her between Petaluma and San Francisco and reducing freight and passenger rates materially.

He was the first man to use reinforced concrete in the state, developing a plan for using it on the floor of his warehouse in 1864, a process which was later covered by the Schilling patent.

He planted the first eucalyptus grove in Sonoma county; organized the first incorporated bank in the county, the Sonoma County Bank, now the Sonoma County National Bank of which his son Geo. P., is president. John A. McNear is the only one of the twenty original stockholders of this great banking institution now living.

With his son, Geo. P., he established the electric railroad and canal which has done so much to develop the city's resources.

He was largely responsible for the location here of the silk mills, the shoe factory, and many other enterprises, donating ground for the former and ground and money for the latter.

He advanced half of the \$2500 paid for the ground known as Walnut Park, a small part of which was collected from citizens, and has expended many thousands of dollars in developing and beautifying Cypress Hill Cemetery.

In fact it would be hard to find any important development project in and around Petaluma which he has not in some helpful way been identified with, and at 82 after having established all his sons in successful business; after having devoted nearly 60 years to upbuilding Petaluma; after having contributed in a larger degree than any other individual to the vast progress which those years have brought to this city, John A. McNear is still building—and still boosting for a bigger and better Petaluma.

D. W. Batchelor

Real Estate
Insurance
Notary Public

176 Main Street
Petaluma, California
Phone 336

Petaluma Co-operative Creamery Co.

Makes a Remarkable Record of Progress

A remarkable showing is that made by the Petaluma Co-operative Creamery Co. for the six months ending July 1st, 1915, and in fact for the entire period of its history. The company began business about eighteen months ago, building a modernly equipped plant of 5000 pound butter capacity daily and the healthy growth which it has enjoyed is disclosed in the following figures secured from Manager W. B. Hopkins.

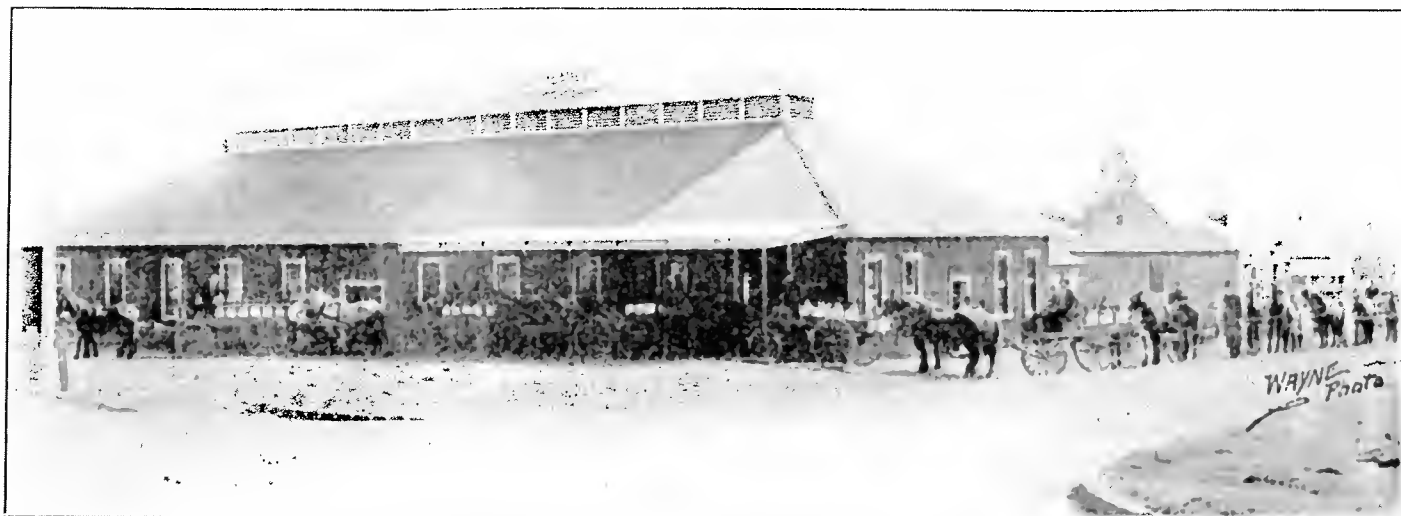
May 27.36, June 29.29. The low manufacturing cost, and high efficiency under which the plant is operated is shown by the fact that 463,466 pounds of butter was manufactured in the first six months of 1915 at a cost of 1½ cents per pound.

The company plans to build a new office building at an early date, also to replace their present ice machine with one twice as large, together with other extensions and improve-

ments of the equipment and service. For this excellent showing much credit is due Manager Hopkins, who has had much experience in creamery operation, and has been singularly successful in maintaining first class conditions at the plant as well as the best of feeling among the stockholders.

The company is fortunate in having its Board of Directors composed of such men as B. B. Hinshaw, C. C. Bryson, A. Bloom, H. J. Dado and S. G. Gamborini.

Altogether the results achieved are a triumph for the principles of intelligent co-operation.



New Home of the Petaluma Co-operative Creamery.

On January 1st, 1914, the company had 33 stockholders who were milking 1998 cows. July 1st, 1914 there were 48 stockholders and 2705 cows. January 1st, 1915, 53 stockholders and 3282 cows and on July 1st, 1915, 64 stockholders and 3638 cows.

Cream is bought only from their stockholders, the company being strictly co-operative and to become a member of the company a dairyman must buy one share of stock for each cow in his dairy, at \$5 per share, which can be paid either in cash or installments.

The paid up capital on July 1st was \$18,190.00 with a surplus fund of \$3,279.78, making the total resources \$21,469.98.

The net earnings for the first six months of 1915 were \$4,824.48 after paying all operating expenses, a very handsome showing indeed. These earnings were distributed as follows:

Each stockholder was paid a cash bonus of one-half cent a pound on all butter-fat sold to the creamery by him during the preceding six months, which amounted to \$1,873.74; a dividend was paid to stockholders of 4 per cent, or at the rate of 8 per cent per annum, and this amounted to \$710.55, the balance of the earnings, \$2,240.19, were added to the surplus fund. In addition to this, top prices were paid for butter fat throughout the six months period, the average by months being as follows: January 32.65; February 32.93, March 27.54, April 27.04,

J. A. DOSS HATCHERY

Another of the important enterprises of the city which is directly connected with the great poultry industry that has made Petaluma famous throughout the United States is the J. A. Doss Hatchery at 335 Howard street. Though not as large as some of the others the Doss Hatchery is modernly equipped and bears an excellent reputation for the quality of its output.

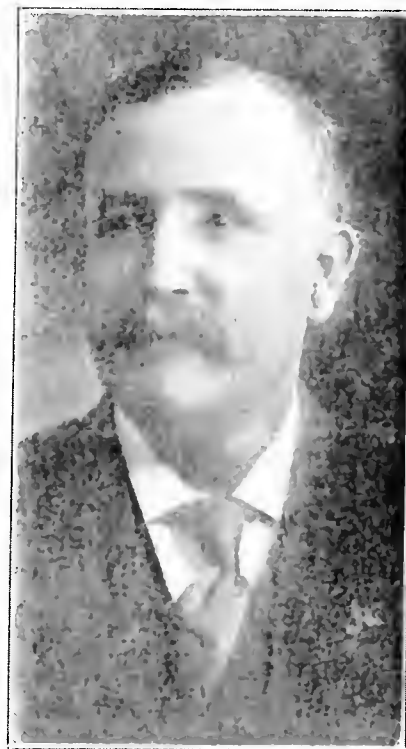
The hatching capacity is about 32,000 and the plant has been in operation seven years.

Mr. Doss has had long experience in the poultry business, having operated extensively both in hatching and raising poultry for years before moving to Petaluma from his ranch and starting his present hatchery.

He was one of those, who early saw that the trend of the times in the poultry industry was toward specialization, in other words that the operation of a hatchery, and poultry raising business combined was most too much for one man to do and get the best results, hence turned his attention exclusively to the hatching end of the business.

Nowadays there are very few of our poultry ranchers, even those who carry flocks of five to ten thousand birds, who operate their own incubators, preferring to buy their baby chicks instead from the hatchery man, who by experience, training, and scientific study is better equipped

to handle that feature of the business.



J. A. DOSS.

E. F. Adams' Egg Filler and Paper Box Factory One of Petaluma's Largest Industries

The rise of this business to its present position tells an interesting story of progress and achievement made possible by the application of the principles of rigid commercial probity and the earnest efforts of the management to please and satisfy its customers.

Nine years ago Mr. E. F. Adams came to Petaluma with but a few hundred dollars of capital and laid the foundation for his present business. Though he had but little capital, he possessed what is oftentimes a more valuable factor in the success of such an enterprise and that was experience in the work, backed by confidence in his ability to turn

1,861,161 pounds of straw board for egg case fillers, which made 51,260 cases of fillers. These cases will pack 615,120 cases of eggs, or 18,453,900 dozen eggs, or 221,546,800 single eggs, which at the present market quotations of about 30 cents per dozen would bring about \$5,500,000.00. During the same period the factory used 1,400,000 pounds of box board for paper boxes and 12 carloads of egg case shooks.

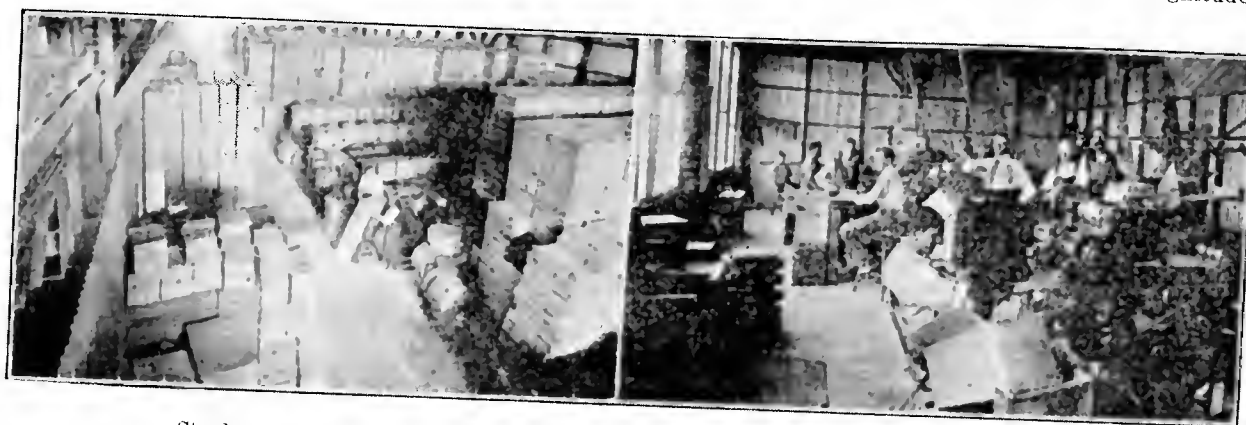
The plant has a floor space of 18,000 square feet and employs 45 to 50 skilled workmen. During the past few months a large amount of new and costly machinery has been installed including two new auto-

matic machines for making egg and cake cartons two printing presses a cylinder and platen press, a die machine for cutting cake rounds; two pie plate machines, three stitching machines for stitching paper plates, paraffining machine, etc.

The box department of the business has had a tremendous growth in the past year or two and this is one of the few plants in the west equipped to turn out paper boxes economically efficiently and in large quantities.

For instance 30,000 egg cartons such as grocers use in delivering a dozen eggs to their customers, can be turned out in a single day, and other goods in proportion.

Altogether the extent to which the business has grown is an eye-opener and many of our home people doubtless do not realize its magnitude.



Stock room and one of Filler Rooms at Adams Egg Filler and Paper Box Factory.

out a product that would give satisfaction in the fullest degree, and a firm determination to do that very thing.

He had served an apprenticeship in the paper making trade and had risen to the superintendency of the paper box department of a big factory back in Illinois, and possessing inventive and mechanical genius of a high order he set to work improving his mechanical equipment so as to produce "better goods for less money" and with the growth of his plant and business he has continued to study and experiment, increasing the efficiency of his product by the invention or adoption of new mechanical devices for its manufacture, and today the Adams product is recognized by the poultry trade of the West as being of the highest quality.

His goods are not only used in great quantities here at home and throughout California but are shipped to Oregon, Washington, Idaho, Nevada, Arizona, New Mexico, Utah, Alaska, across the seas to the Hawaiian Islands, giving satisfaction wherever they go.

Two years ago Mr. Adams built a new factory at Edith and Jefferson streets largely increasing his former capacity. A modern plant provided with every facility for the prompt and efficient dispatch of business as well as for the comfort and convenience of the working force.

The extent of the business may be best shown perhaps by quoting some figures. In one year the factory used

W. L. Sales of the Egg City Hatchery Says Our Poultry Industry Has Great Future

One of the most enthusiastic boosters for Petaluma and her great poultry industry encountered by the Argus man in securing data for this Development Number was Mr. W. L. Sales, Proprietor of the Egg City Hatchery at 722 Third street.

Talking to the Argus man Mr. Sales said in part:

"Will the poultry industry of Petaluma continue to expand, you ask?" "Most assuredly it will. The records for each year in the past ten years have shown a rapid and consistent increase in the volume of production, unless it be for the 1914-1915 season. I have not yet seen the figures which are now being compiled, and, due to the excessive high cost of grain brought about by war conditions, it may be that we have not any more than held our own in the past twelve months.

"But that is a condition, which, in the nature of things can only be a temporary bar to expansion, and I am confident that Petaluma's poultry industry say, five years from now, will be greatly increased over what it is today.

"Not all the people who go into the poultry business even here in Petaluma make a success of it, you understand, and not all of them are

satisfied with the results they get. Some people expect entirely too much. They regard the poultry game as a pleasant pastime requiring but little money and labor, and no experience as essentials to success.

"The man who harbors such idea's at the outset either changes his mind and his methods pretty promptly, or he fails to make good.

"Undoubtedly the Petaluma district offers unequalled opportunities for the right man to achieve success in the poultry business and the proof is found in the scores and hundreds of producers who have done it and are doing it, but the fellow who regards it as a "get rich quick" scheme; who thinks that all there is to it is to buy a thousand or two hens, throw some feed to them, then sit back in the shade and "let the hens do the work"—had better find some other avenue for his activities.

"Commercial poultry is a business, a highly specialized business nowadays, worthy of the closest attention and study of anyone who engages in it, and which will liberally reward intelligent and capable efforts.

"Notable among Petaluma's ad-
(Continued on Next Page)

Investment Opportunities In Petaluma Were Never Better Than Now Says D. W. Batchelor

Knowing him to be in thorough touch with local conditions both as to investment opportunities and the possibilities in the poultry industry, the Argus called upon Mr. D. W. Batchelor, the prominent realty dealer, for an expression of his views along these lines.

"What has the Petaluma poultry industry to offer the newcomer who has but medium capital?" was the first question we asked Mr. Batchelor.

"This district for miles around, of which Petaluma is the center, offers the greatest opportunity for the man of small means who wants to engage in the poultry business and is willing to work, of any other place in the West" was Mr. Batchelor's instant reply. Continuing, he said, "It is difficult to set a minimum amount that a man ought to have before starting in the poultry business because some men are so much handier with tools than others and can make their own improvements, etc., and then too, it depends somewhat on whether a man intends to devote his whole time to it or gradually work into it, meantime holding some other kind of a job until he gets his poultry ranch established.

"I would say though, that if he expects to make a living out of poultry from the start, one ought to have at least \$1000.00 and most of that should go into the purchase of hens, starting with at least 500, which, if properly handled, will clear him \$1.00 each a year or more.

"Many of the failures in the poultry business are due to lack of sufficient capital at the start. Men with only a few hundred dollars and without experience come into the country and are induced to buy small acreage tracts to go into poultry, paying practically all they have down on the land and with nothing left to operate on. For myself I don't believe in such methods.

"I have land to sell, it's true. That's my business, and if the prospective poultryman has sufficient means to buy land, make a substantial payment on it and at the same time to equip himself to start in the business, he should by all means buy land now because the prices will never be lower or the terms more attractive than during this period of world-wide depression, but a few acres of land alone don't make a poultry farm. It takes money to stock and equip it, and I would not advise any man to do something that is almost certain to result in his making a failure.

"Our soil, climatic conditions, transportation and marketing conditions are ideal for the poultry business and it is bound to continue the splendid growth which has characterized the history of the industry here for the past decade.

"As to the price of land, it is still remarkably low considering the prices asked in other and far less favorably situated localities in the State.

"I can sell first class poultry land, good loam soil, within a few miles from this city in tracts of five or ten acres at \$175. per acre and give good terms, so you can see that land values have not been inflated here.

"The most successful poultrymen who have come in here the past few years and engaged in the business are not those who were formerly engaged in farming or ranching, but are office men, machinists, railroad men, bank clerks, and so on, who, realizing that they knew nothing about the business were willing to dig in and learn, while the general farmer who engages in poultry production is more apt to follow the same general lines in handling one or two thousand hens on a few acres that he did in handling a few hens on a big farm. In short, to neglect them, more or less and that means to invite disaster.

"For the right man, the man who has a reasonable amount of means to get started, who is willing to work, and, if without previous experience, to study and learn, the poultry business in and around Petaluma offers opportunities in abundance for acquiring a competence."

Mr. Batchelor made his start in the poultry business over twenty years ago and has been directly or indirectly engaged in it ever since, hence he knows whereof he speaks.

Branching out into the real estate business, after a few years, he has built up a business of commanding importance in the community and is recognized as a leader in his line. He subdivided, placed on the market and sold the great Cotati Ranch of ten thousand acres, was directly instrumental in building up the prosperous town and community of Cotati, and performed a like service in the Penn Grove section. He is absolutely square in his dealings; and his business is conducted upon lines which gain and retain the fullest confidence of his clients, and while he is always ready to show his properties, to give all the facts concerning same, in short, to give the prospective buyer the full benefit of his superior facilities for securing exact and reliable information, he will not hurry him into a deal or harass him in any way.

The result is that Mr. Batchelor's clients become his firm friends, and when they have friends and relatives come into the country looking for locations they bring them to Batchelor knowing that they will be treated right.

A large part of his sales at Cotati and Penn Grove, and in fact a large part of his general realty sales are made under these identical conditions, as a result of personal endorsements from former patrons of his office.

That Mr. Batchelor has the utmost confidence in the investment conditions here is demonstrated by his own heavy investments in realty in Petaluma and vicinity.

Egg City Hatchery

(Continued from Preceding Page)

vantages are the almost ideal climatic conditions, the absence of excessive heat or cold; proximity to markets with quick and cheap transportation by water or rail; soil conditions ideally adapted to this industry; a strong demand in the nearby city markets and a marked preference for Petaluma poultry products based upon their long established reputation for first class quality, and numerous other factors which favor this locality.

"As the price of beef and other packing house products soars, the demand for poultry products grows stronger year by year."

We might remark in passing that Mr. Sales' own business has made, and is making a remarkable record of progress too.

He has been connected with the poultry industry for twenty-six years first operating a poultry farm, and finally establishing his present hatchery about seven years ago.

Starting with a hatching capacity of 10,000 eggs, he has expanded the business year by year until he now has a 72,000 capacity plant, and a product whose merit is so well recognized that his chicks are practically all sold to local poultrymen.

Petaluma Box Factory

Since the present owners took over this plant four years ago, the output, the payroll and the business in all departments has been increased 300% to 400%. The plant had been in operation about four years when the present company, which is controlled by Messrs. V. L. and F. B. Frazier and W. W. Cochrane, took it over. At that time six or seven men were employed, now from 20 to 25 experienced men are employed, and during the past four years the mechanical facilities have been largely increased and improved, and the plant is modernly equipped in every department for the prompt economical and efficient despatch of its ever-increasing business. Where one team has formerly sufficient for shifting materials in the yards and plant, making deliveries to local customers, freight stations, etc., three teams are now kept busy.

In one department of this plant's activities alone, that of making egg cases, from 200,000 to 250,000 cases are turned out annually, requiring the use of over 2,000,000 feet of lumber every year for making egg cases alone. Using the lower figure as a basis the egg cases turned out by this plant every year will pack six million dozen eggs, worth at present prices nearly two million dollars, and of course these cases are used over and over again.

The plant supplies practically all the local trade in its line, and also markets its goods, which include fruit and berry boxes and baskets, chicken coops, etc., throughout California and adjoining states, thus drawing to this city much business that would not otherwise find its way here.

Growth of City Shown By Record of Petaluma National and California Savings Banks

As an impressive illustration of the sound financial position of Petaluma and vicinity: an illuminating example of the growth and advancement and wealth of the community and a most conclusive and convincing "boost" for the city, the writer has found nothing more impressive, more convincing, more conclusive than the showing disclosed by the last statement of the Petaluma National Bank and its affiliated institution, the California Savings Bank.

We shall not attempt to go into a detailed history of the progressive policies which have brought these affiliated institutions to their present prominent position in the Sonoma county banking field, nor shall we enter upon a discussion of the personal characteristics of the officers and directors. It may be taken for granted that by no other means than clean, capable, sound and progressive management could the confidence, goodwill and patronage of the public have been earned to such a degree as the statements of these banks proves they enjoy, and the fact that this business has been built up within the past ten years, is further proof that Petaluma has not been standing still during that period.

The combined gross resources of the two banks on June 23d, 1915, were \$2,982,654.33, only a few thousand dollars short of THREE MILLION DOLLARS. This is the largest combined resource of any bank in Sonoma county.

The combined capital, surplus and undivided profits were \$413,291.40. As an element of security to depositors large capital and surplus is a prime consideration, and this is an excellent showing in that regard. The combined loans and discounts were \$1,902,105.20, with bonds, warrants, and similar securities on hand to the amount of \$777,333.53. This means that over Two Million Dollars of the resources of the affiliated banks are devoted to the upbuilding of this section in the way of well secured loans to farmers, merchants, manufacturers, and in real estate mortgage loans.

The combined deposits are \$2,312,970.09, of which \$1,199,904.55 is represented in Savings Deposits in the California Savings Bank drawing a liberal rate of interest for the depositors, while the balance is made up of individual deposits subject to check, demand and time certificates, etc. This means that the people in and around Petaluma have nearly TWO AND ONE HALF MILLION DOLLARS surplus funds deposited in these two banks alone. Another nice little "boost" for Petaluma, what?

The cash position of the institutions also shows up strong with cash on hand, cash on deposit with approved reserve banks and other cash items totaling \$571,632.33.

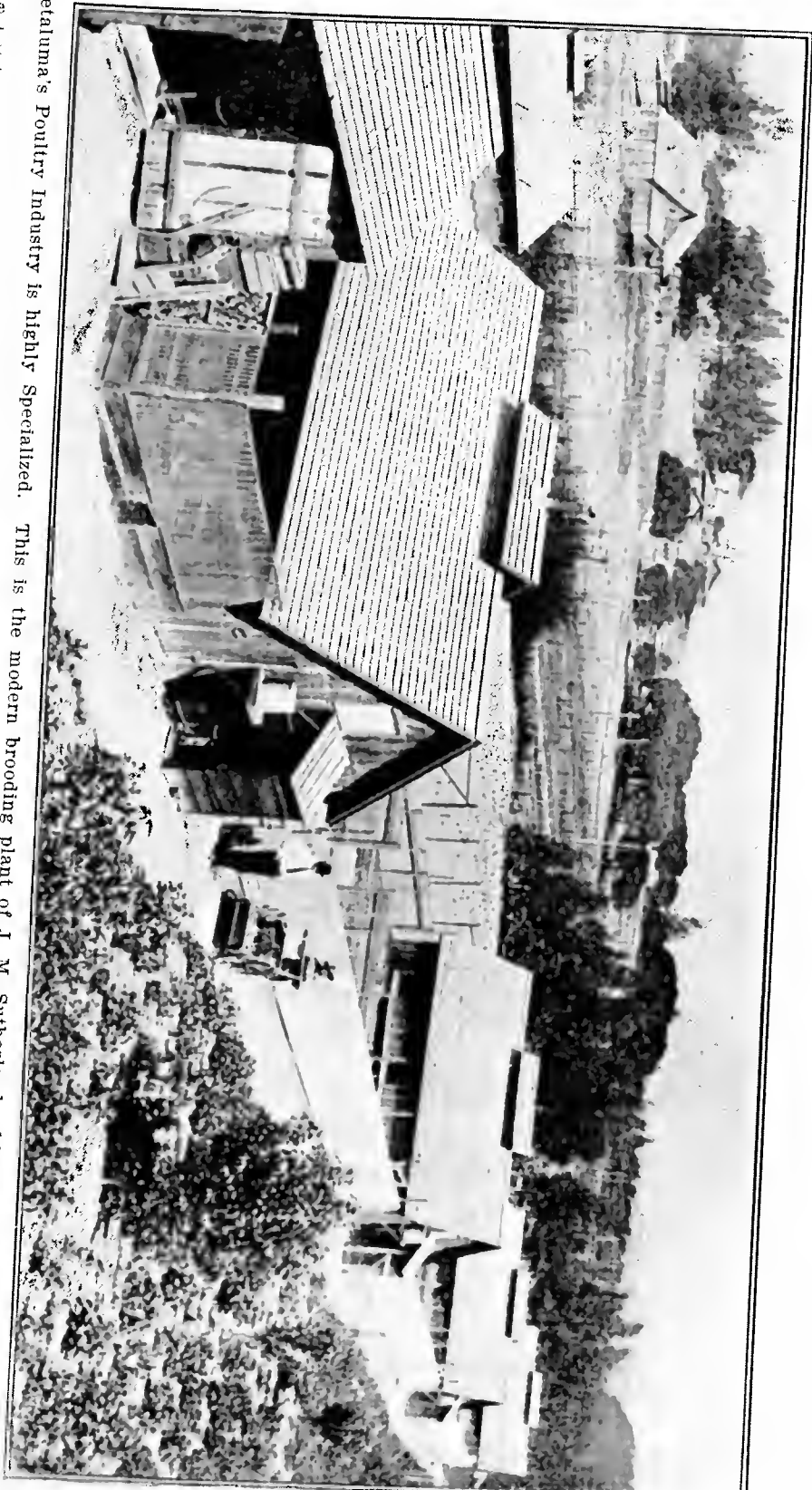
As to Bill Payable, there are NONE.

Altogether the condition of

these institutions tells a story of individual and community progress and prosperity in Petaluma that proves this to be one of the richest districts in the Golden State in proportion to population, a story that reflects the highest degree of credit

Petaluma's Poultry Industry is highly specialized.

This is the modern brooding plant of J. M. Sutherland which broods 18,000 chicks annually.



alike upon the community and the banks themselves. The officers of the Petaluma National Bank are:

Henry Schluckebier, President; Charles G. Martin, Vice-President; J. H. Gwinn, Cashier; U. H. Tomasi, Asst. Cashier. The Officers of the California Savings Bank:

A. J. Bloom, President; W. F. Farrell, Vice-President; J. H. Gwinn, Cashier; Chas. McNally, Asst. Cashier.

The White Hatchery, One of the Institutions That Has Helped to Make Petaluma Famous

The White Hatchery of which a photo is shown here, was established by Mr. J. L. White at 219 Bodega Avenue about four years ago. He had had several years previous experience in operating incubators and is acknowledged as one of the most expert men in the business. Starting with a hatching capacity of 35,000 eggs, he has doubled the size of his building and equipment and now has a hatching capacity of 75,000. The present building which was designed and erected especially for hatchery purposes, is 30 x 118 feet in dimensions and contains two stories.

There are 116 Incubators in the White Hatchery, ranging from 500 to 1200 egg capacity. About one-half the incubating capacity is electrically operated and the remainder are Jubilee Incubators, heated with gas.

Successful electric-incubation was originated in this plant a couple of years ago and has been brought to a high degree of proficiency here.

The extent of Mr. White's experience and the magnitude of his operations may be judged by the fact that he has hatched 3,000,000 baby chicks in round numbers, since he first engaged in the business some six years ago, and during the hatching season his plant turns out about 15,000 chicks each week, employing a number of skilled and experienced men under the personal supervision of the owner.

A large part of his output, probably 75 per cent, is taken by local poultry ranchers, the balance being shipped in specially constructed crates to customers in Central and Southern California, Nevada, Arizona, Washington, Oregon, Utah, etc.

Naturally it requires an immense number of eggs to keep this great incubator plant running during the hatching season and a plan has been evolved which not only secures the necessary quantity but insures the highest quality.

Briefly stated, it is this; Mr. White has arrangements with certain owners of large flocks of high grade hens whereby he secures their entire output, paying a handsome bonus above the regular egg market, thus enabling him to produce stock that makes satisfied customers who will come back to the White Hatchery again next year, and the next, and the next.

The White Hatchery specializes on White Leghorns, although most any of the heavier breeds may be had on special orders.

Probably there are very few people, except those directly engaged in the poultry business, who realize the amount of technical skill, the close attention to details, and the executive ability required in the successful operation of a big hatchery such as this.

It is not as easy as it might appear to the uninitiated, not by any means, and the proof of this is found in the fact that many of the

poultrymen, who carry flocks of two, three or five thousand hens, or more, make no attempt to hatch their own chicks but replenish their flocks by purchasing baby chicks from the hatcheries.



A Portion of the J. L. White Hatchery.

A Contractor and Builder Who Predicts A Great Future For the City of Little Hills

M. H. FREDERICKS, A PROMINENT CONTRACTOR SPEAKS A GOOD WORD FOR THE CITY'S SOLID AND STEADY GROWTH.

Asked about Petaluma's building progress M. H. Fredericks, the building Contractor, said "There has never been what you might call a 'building boom' in Petaluma, but there is a steady, continuous development along building lines.

"Due to its preeminence in the poultry industry and rapidly expanding manufacturing facilities which result from cheap and convenient water transportation, Petaluma is the best town of its size, or anything near its size, on this coast, and there is something doing here in the building line all the time.

"Petaluma is growing and will continue to grow. We are steadily acquiring a better type and class of buildings, both business and residence structures, and no one who has the real interests of the town at heart, and expects to stay here, would welcome a 'building boom', because it would have to be followed by a reaction, as all booms are."

Mr. Fredericks remarks show that

he has great faith in Petaluma; that he is a booster on a conservative scale and the class of work done by him proves that he is a permanent fixture in this city.

He is not given to "blowing his own horn." In fact, he prefers to let his work do the talking for him, and looking around over the town one finds ample evidences that the twenty-five years he has put in here have been busy years.

Among some of his more important buildings are, the Woman's Club Realty Building, East Petaluma Hotel, Healey Building, and the Schluckehier-Gwinn brick block which he is just now completing, and which cost about \$9000.00. Mr. Fredericks gives his personal attention to every construction contract he takes. He is right on the job himself, doing as much work as the best man on his staff, and personally seeing to it that every feature of the contract is carried out. Thus he is able to give service that satisfies; to have customers, who, when they want another job of construction will come back to him, and it is an admitted fact that practically all the advertisement Mr. Fredericks has are these "walking advertisements," these satisfied customers who tell their friends.

Products of The Golden Eagle Milling Co.

Find Place In the Home and World Markets

Situated at the head of the Petaluma River we find one of the largest manufacturing enterprises in Sonoma County, The GOLDEN EAGLE MILLING CO. This Institution began its career under the name of Percival Milling Co., Percival Bros., having erected a mill during the year 1884. A fire destroyed the building a year later.

A four-story brick structure was

laboratory tested, blended scientifically and milled in accordance with modern methods, produces a grade of flour equal to the best on the market.

"GOLDEN EAGLE FLOUR" should reign supreme in every Petaluma household as its quality is strictly A No. 1. The mills also give employment to many, and being a local product, it should have the preference in your grocery order.

Loyalty to your home industries not only aids the manufacturers but

benefits the city in general. The demand for home products increases, which necessitates the enlarging of various departments and requires more help, consequently new positions are available.

Not many years ago, the Milling Co., realizing the future magnitude of the poultry industry, provided, a Mixing Department, installing modern machinery for the manufacture of Poultry Foods. After many careful experiments a formula was composed, consisting of various ingredients essential to produce the desired results.

GOLDEN EAGLE POULTRY FOODS on account of QUALITY and UNIFORMITY, both guaranteed are now in great demand. The foods are shipped to all parts of the State and progressive poultrymen are daily being convinced that prepared rations are far superior to former methods of feeding. They save time, labor, and money, also insure better results which in turn mean larger profits.

PROSPERITY is the slogan of the GOLDEN EAGLE MILLING CO., and by a continuance of their prompt and courteous service the future should be a prosperous one for this local institution.

In matters of community interest and advancement the Company's policy is one of liberal co-operation in any good cause that is calculated to benefit Petaluma.



Home of The Golden Eagle Milling Company.

then erected and in 1885 the GOLDEN EAGLE MILLING CO., Incorporated under the laws of California, began its business activities on a small scale. The late Mr. H. T. Fairbanks was elected President and he can justly be called its originator and promotor, as under his careful supervision the business prospered. Later additional warehouses were erected, several large storage bins, and a modern and up to date office.

In 1904 the late H. T. Fairbanks retired from the commercial field and his son, Mr. D. B. Fairbanks, taking his interest, was elected President, H. B. Higbee, Vice-President and Ellis Hart, Secretary and Manager. Under their efficient management the Milling Co. has become a large factor, and its plant, warehouses, and office occupy over a city block. After the death of Mr. D. B. Fairbanks, Mr. W. H. Fairbanks was elected President and A. B. Hill, 2nd Vice President. Raymond Hill was recently elected Treasurer.

Being centrally located and having excellent shipping facilities both via water and rail, enables the Company to command a large patronage. Modern equipment throughout the plant has a tendency to lighten labor and assure promptness along all lines.

Golden Eagle Family and Bakers' flour are manufactured daily in large quantities. Choicest milling wheat,

In this resume of Petaluma's progress and the expansion of its important industries, commercial, industrial and financial, the California Garage at 10 and 12 East Washington street, owned and operated by J. H. Madison deserves special mention. Mr. Madison may well be termed a pioneer in the automobile game in Petaluma, and so far as we know is the oldest man in the business here.

He early recognized the possibilities for expansion in the automobile and garage business, and being a man of action, quick to see and prompt to seize favorable business opportunities, he went into it back in 1905, has been at it ever since and has achieved most commendable success—success, however, that has been fully merited by the character of his service and the fair and equitable manner in which his patrons have always been treated.

Mr. Madison's business activities embrace the operation of a first class Garage, a garage modernly and adequately equipped in every department to give the public the best of service, and the conduct of an automobile sales agency. In the latter department his energies are largely

devoted to selling the ever and increasingly popular Studebaker car. He has sold Studebakers in this vicinity for years, with bigger sales records to his credit each year, and all indications are that the 1916 season just opening will be the biggest and best of them all, as his new models are bigger in quality, in value, in everything except price, than ever before. To the magnificent record of the Studebaker car itself, backed as it is by the largest and strongest organization in the world, is due a part of the credit for its popularity in Petaluma to be sure, but a liberal measure of that credit is due to Mr. Madison's energetic and aggressive sales methods, his enthusiastic presentation of the undoubted merits of his car, and the fact that the public has confidence in getting from him the exact facts regarding same, no more and no less. Perhaps his own boundless confidence in the car has a lot to do with his success, too. That man Madison believes that the Studebaker represents the very zenith of motor car perfection; the maximum of motor car efficiency at the minimum cost; he actually believes this—moreover, if given half a chance, he will PROVE it to most any reasonable man.

California Garage Keeps Pace With the City.

Growth of the Petaluma Incubator Co. Tells Gripping Story of Progress of Poultry Industry

Progress being the keynote of this issue of The Argus and the development of the poultry and allied industries being the foundation stone upon which the progress, prosperity and advancement of this community rests, it is peculiarly appropriate that we should devote a prominent position in these columns to an institution that has been for nearly two score years prominently identified with the development of the great industry that has made Petaluma famous.

We refer to the Petaluma Incubator Company whose home offices and big manufacturing plant are located in this city.

Petaluma is the birthplace of successful incubation and the Petaluma Incubator is the oldest successful incubator in the world. It is far cry from the modest little plant which

Those who buy and use the company's goods get good, solid value for their money; goods that will do all that is claimed for them; that are perfectly adjusted to the delicacy of manipulation so important in a successful Incubator or Brooder.

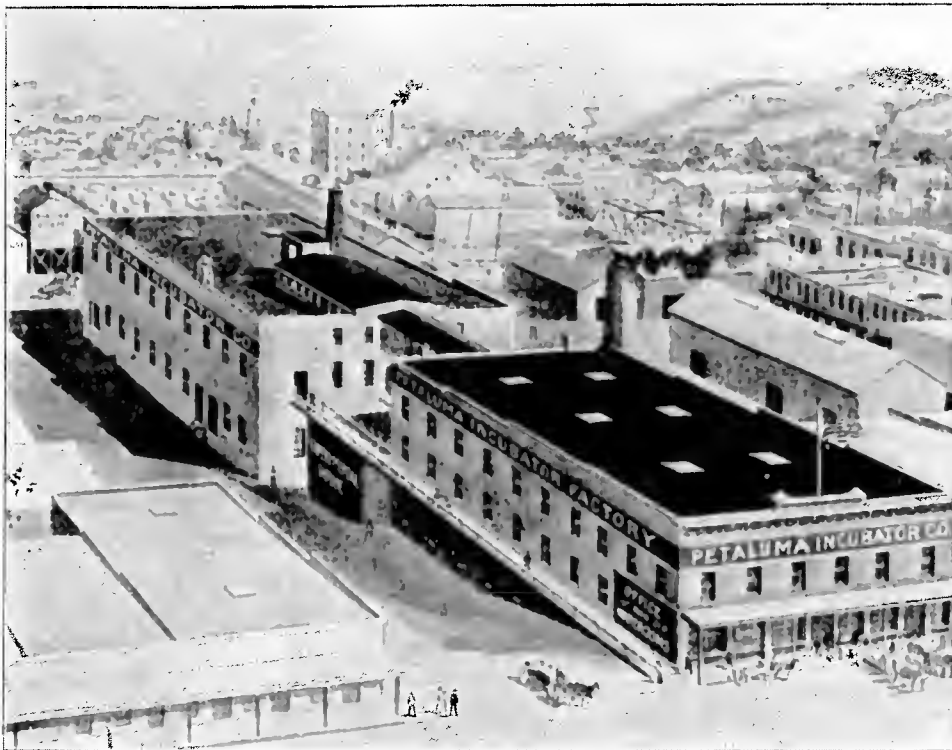
And the good work is still going on, for the head of the firm and his two sons in the management, and competent helpers in the Sales and Factory Department are making just as strong efforts to please their patrons; to devise and perfect new and better methods and equipment for the poultrymen's use, as they did in the earlier days when the company was not so well established as it now is when its output was not so well known and the efficiency of same so thoroughly recognized.

For instance, only last year, after making countless experiments ex-

tending over a long period, they perfected and placed on the market an electrically heated Incubator and Brooder that is really feasible, and that can be operated economically.

The big feature of their electric machine is an automatic cut-off which is so delicately adjusted that when the temperature rises a fraction of a degree higher than the desired temperature the "juice" is automatically cut off, thus consuming only the amount of current that is necessary to maintain the degree of warmth required and enabling one to use electricity economically and successfully for this purpose. These machines on display and used by the U. S. Government in the Palace of Agriculture as well as by the Ostrich and Alligator Farms in the California Building and also in the Poultry Division at the Panama-Pacific Exposition are attracting much attention and favorable comment.

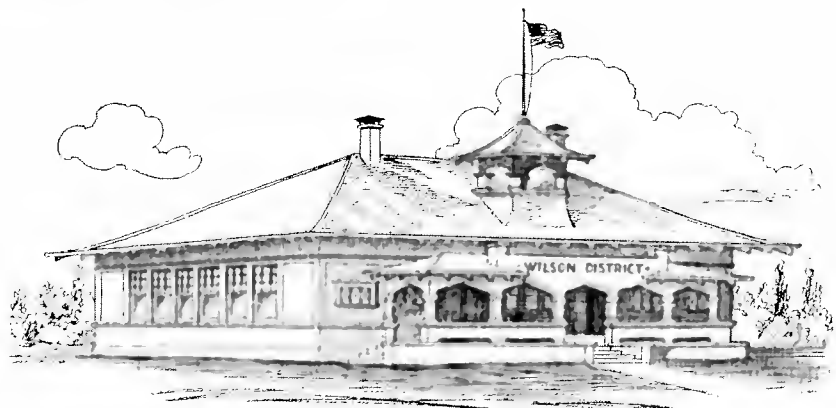
The big plant and business of the Petaluma Incubator Company was not built up in a month, or a year, but is the culmination of 36 years of clean, clear-cut, business-like endeavor; thirty-six years of earnest effort to make the service in every department all that it should be; 36 years of honorable business dealings with the public, gaining and retaining their confidence, good-will and patronage to an unusual degree; 36 years of aggressive and progressive management; 36 years of continuous advertising. And here are a few of the results. Petaluma Incubators and Brooders have taken Gold Medals, Grand Prizes and Certificates of Honor at all World's Fairs where shown. Down in far-off South Africa hundreds and thousands of these Incubators are used on the great Ostrich farms as well as the domestic poultry farms. In Australia New Zealand and South Africa they are extensively used. The Middle Western and Eastern portion of the United States is supplied by the Company's branch house in Indianapolis, Indiana, which in turn is supplied in carload lots by the home factory in Petaluma.



Plant of the Petaluma Incubator Company

Mr. L. C. Byce established in this city 36 years ago to the the big industrial enterprise which the Petaluma Incubator Company is today, an enterprise which has been built up under his continuous supervision and with which he is still actively identified as President of the Company.

The process of evolution which this plant has undergone applies not only to the product itself but to the mechanical appliances for producing same, for the operation of the plant requires a large amount of intricate and costly machinery, much of which has been designed and developed by the organization itself and adapted to its particular requirements



A Rural School in the Heart of the Poultry District

THE INDEPENDENT GARAGE.

C. H. BUNDESEN, Prop.



Home of the BUICK and the MAXWELL
Everything For The Autoist

264 N. MAIN STREET, PETALUMA, CALIFORNIA.

Thomas Maclay, President.

Jos. Bloom, Vice-Pres.

L. R. Filippini, Vice-Pres.

R. Righetti, Cashier.

W. R. Hall, Ass't Cashier.

Petaluma Swiss-American Bank

4%
Interest
Paid
On
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Safety
Deposit
Boxes
For
Rent

Paid Up Capital	\$ 250,000.00
Surplus and Profits	50,000.00
Assets	1,600,000.00

Your Account Is Earnestly Solicited

The Petaluma National Bank

(GENERAL BANKING)

HENRY SCHLUECKEBIER	- - -	PRESIDENT
CHARLES G. MARTIN	- - -	VICE PRESIDENT
J. H. GWINN	- - -	CASHIER
C. H. TOMASINI	- - -	ASSISTANT CASHIER

The California Savings Bank

(STRICTLY SAVINGS)

A. J. BLOOM	- - -	PRESIDENT
W. F. FARRELL	- - -	VICE PRESIDENT
J. H. GWINN	- - -	CASHIER
CHARLES McNALLY	- - -	ASSISTANT CASHIER

THE AFFILIATED BANKS

HAVE THE LARGEST COMBINED RESOURCES OF ANY BANKING
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In excess of Two Million, Nine Hundred and Fifty Thousand Dollars.

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Petaluma Cooperative Creamery

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